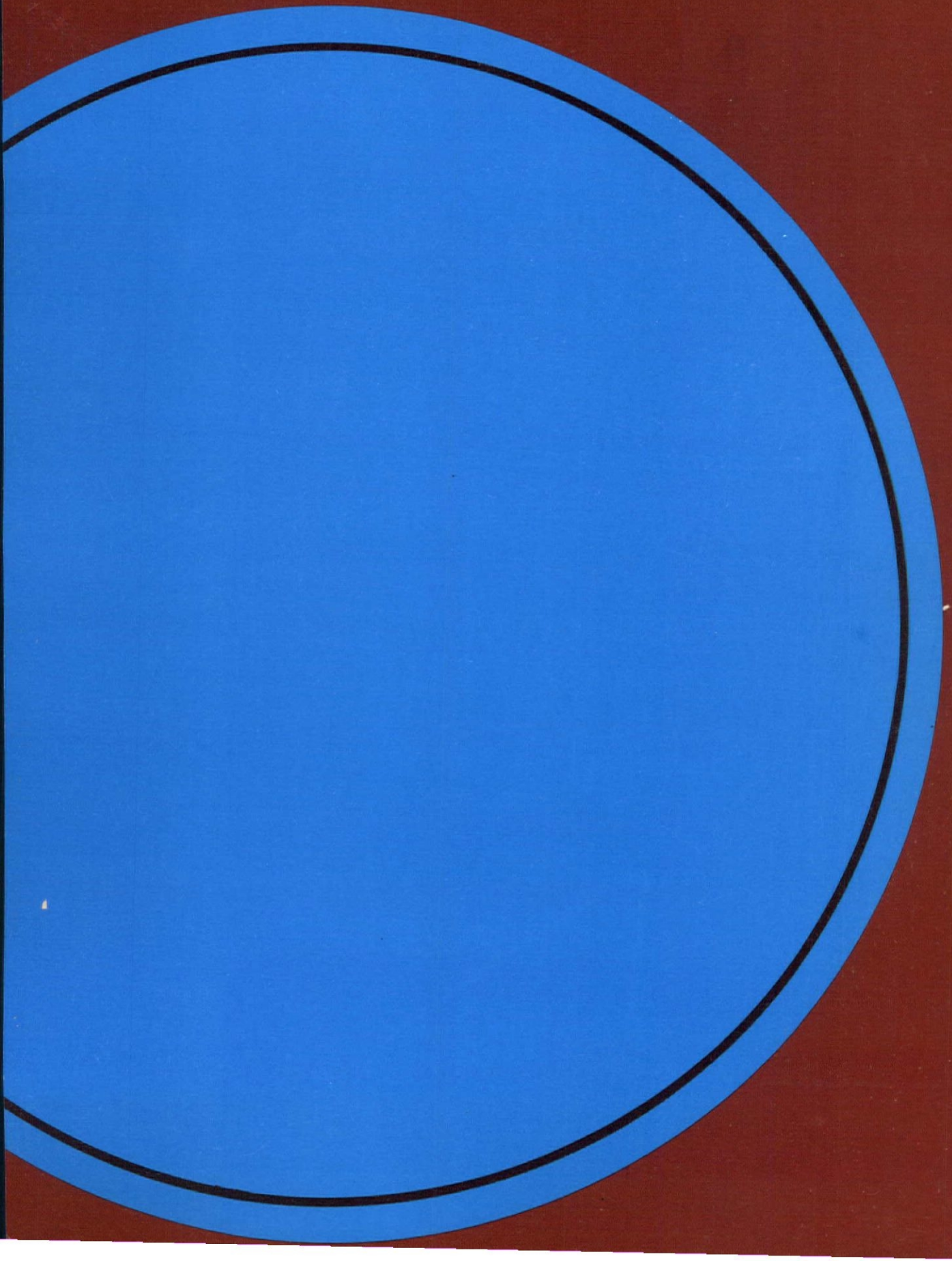
CONTRACT

E BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



CINCINNATI'S SPACE PLANNERS

RESTAURANTS

DESIGNER'S NOTEBOOK—II

September 1967 / A Gralla Publication



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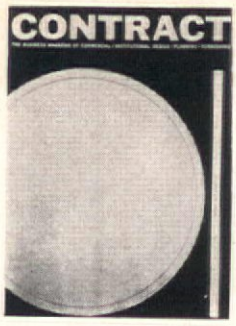


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The Cover

To symbolize our restaurant section, designer Angelo Abbate set up this Abstraction of a Plate. Our review of new and outstanding restaurant installations starts on page 80.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VIII, No. 9 **SEPTEMBER, 1967**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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COMING IN CONTRACT

OCTOBER—Preview of the National Hotel & Motel Exposition, reviewing new products and the Rooms of Tomorrow and Designs for Dining displays. Plus installations of recently completed hotel and motel interiors.

NOVEMBER—Fabrics for the commercial/institutional market, including a round-up of new collections. Plus, a profile on the design firm of Ford & Earl.

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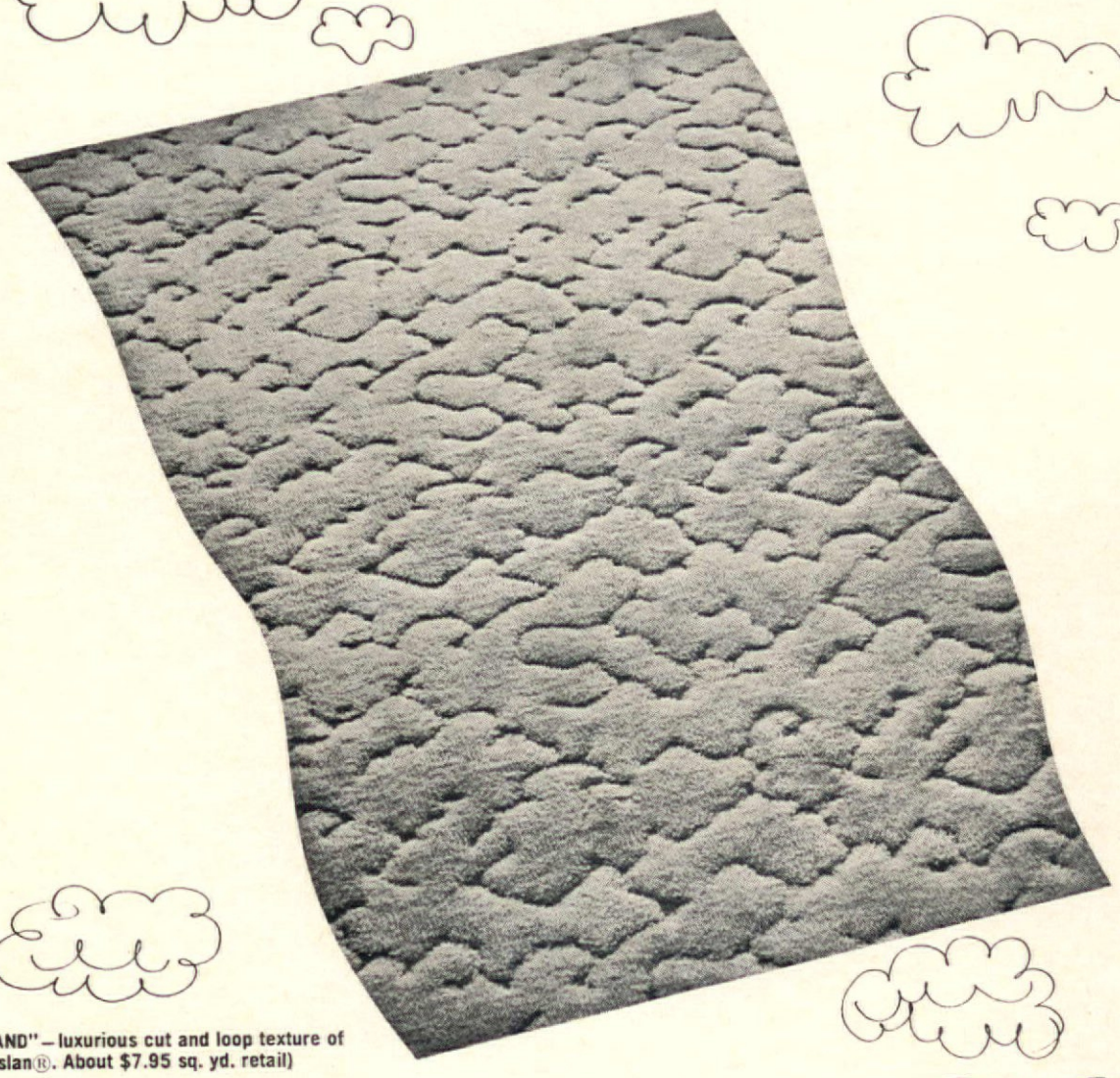
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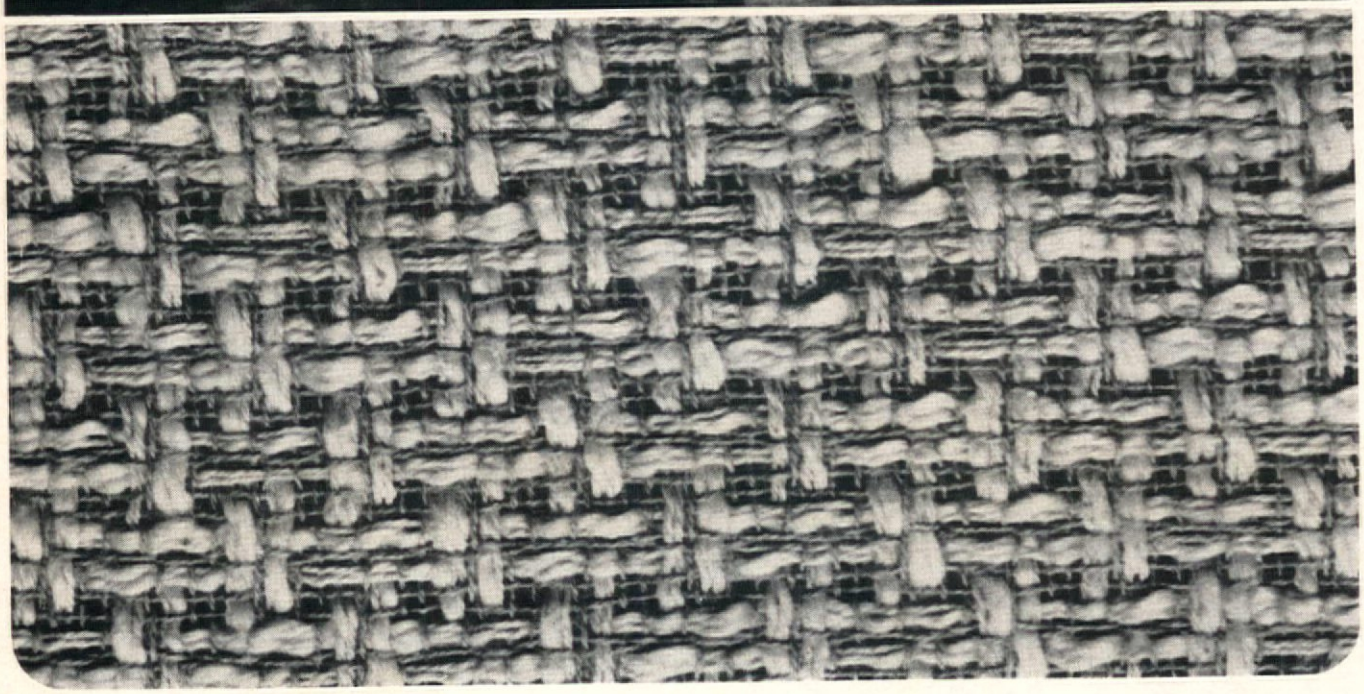
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designs by john yellen

iv



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LETTERS

A clearing house

Dear Sir: Thank you and CONTRACT for providing this phase of the interior design/planning field for what is an indispensable clearing house of information—one that has provided me and my firm with very fine connections and responsible sources of furnishings and equipment for our clients. I have watched CONTRACT from its very beginning, and find that the reputation you have built as the *one* media of communications in our field is on a very high plane.

There have been several critics of your CONTRACT '67 show (held in April at the Coliseum)—and we here at Bamberger's have been quick to point out the immeasurable value the seminars proved to be to our entire staff. We were impressed also with the utmost professionalism shown in the follow-ups May 1967 issue covering the seminars. We look forward to next year's show, and we are confident it will continue for many years to come.

The remarkable speed with which our inquiry cards on product information are answered is one of the very meaningful contributions CONTRACT is making in the industry.

ELLIOTT TIBER, AID, IBD
Director
Bamberger's Contract Interiors
Newark, N.J.

Dear Sir: My sincere congratulations on CONTRACT '67. It was a wonderful show and you are to be complimented for the enterprising, efficient way in which you brought it off.

DAN GOLDMAN
Synthetics Finishing Corp.
Philadelphia, Pa.

Airport credits corrected

Dear Sir: A note of clarification, if I may. In the comments of C. J. Paderewski, of Paderewski, Dean & Associates ("Is There a California Stlye?" in June 1967 Landmark #4) miscredit is given for the design of the restaurants at the new San Diego International Airport, inadvertently, I'm sure.

These restaurants, and concourse frontage alike, were designed by Fred Schmid Associates for Interstate Hosts. As the interior designer for Fred Schmid on this project, I and the rest of our staff received excellent cooperation and assistance from the architects in implementing our design concepts and details in the architectural portion of our contribution. The architects, in their design of the airport building, provided an excellent and appropriate structure which we're flattered to have been able to highlight with the restaurants.

RICHARD L. CROWELL
(formerly, design director,
Fred Schmid Assoc.)
Richard Crowell Associates
Honolulu, Hawaii

Spur of the moment

Dear Sir: I would like to compliment you on the increasingly effective graphics and layout that each month help elevate CONTRACT to a new level. The August cover, of course, was a standout and the spur for this long-delayed note.

HAROLD IMBER
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DECIMAL . . . by GREGSON

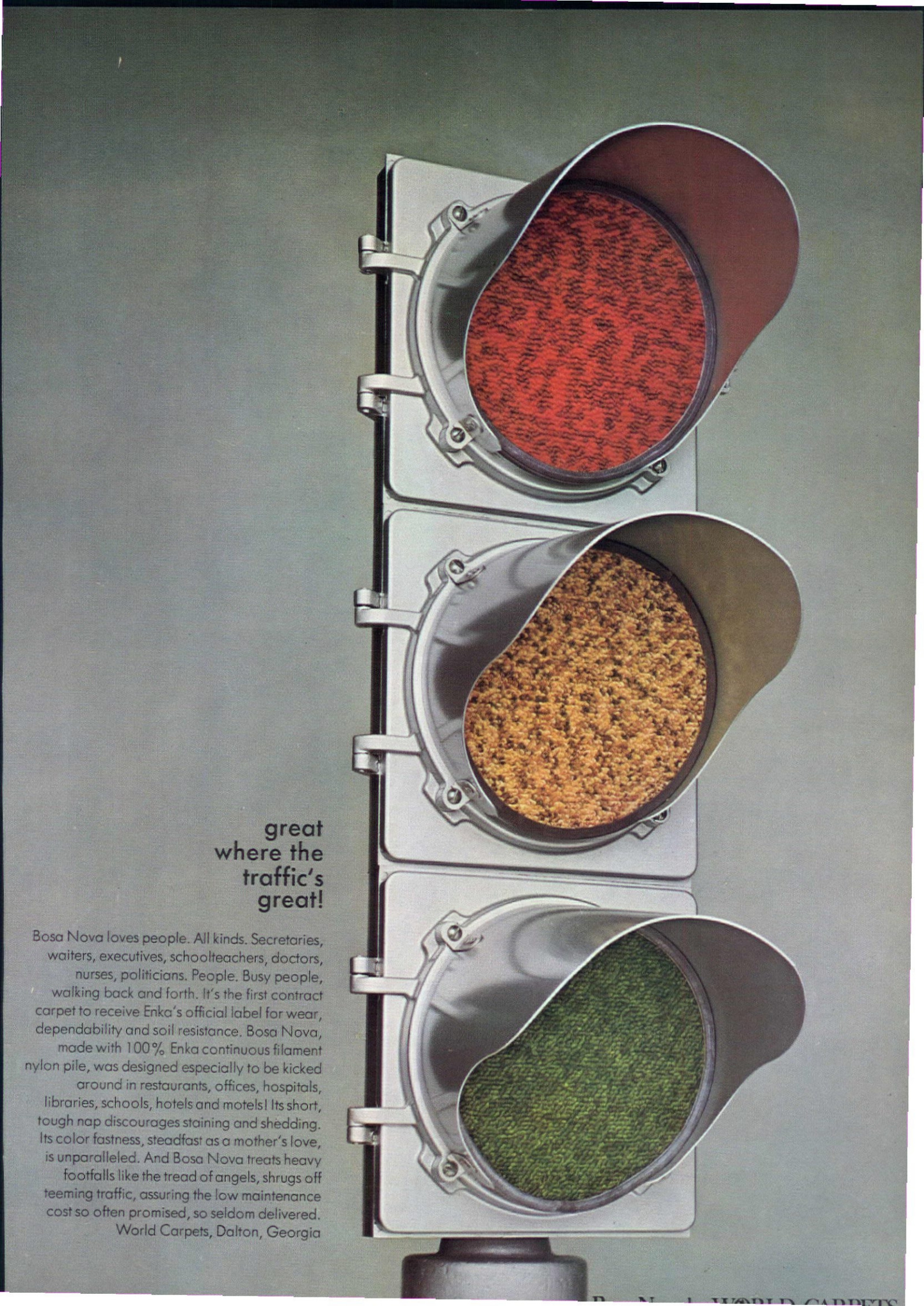


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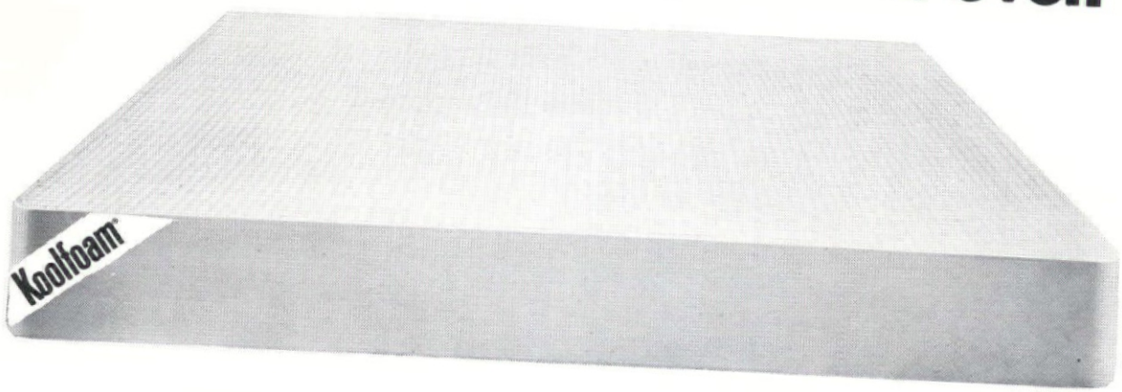


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POINT OF VIEW



By Robert P. Herzog, AID
President, Walter M. Ballard Corp.

THE CRITICAL ROLE OF THE CONTRACT DESIGNER IN THE SUCCESS OF A HOTEL OR MOTEL

Significant changes are taking place in the hotel-motel industry today. During the next decade, it is safe to predict, there will be a continuing movement away from stereotyped solutions to design problems. In search of the customer, hotel owners and managers will venture into new paths where there will be a greater stress on individuality, on innovation. The "look-alike" days when you could spot a motel just by its conformity to a fixed design and layout are over.

What's bringing about this new era? The consumer, for one thing. He's got more money, more taste, and more mobility than ever. He demands not just a lodging for the night with minimal comfort, but also a facility which will measure up with the models he sees pictured in the travel folder and on color TV. And if one stop doesn't offer the necessary eye-pleasing and ego-building ambience—well, there's another stop just a short distance away, and his car is right outside the door.

For another, many of the older structures—particularly the downtown hotels—are reaching a critical age. They have the choice of either rejuvenating and taking a new lease on life, or of quietly passing out of the picture. The options are that simple.

Renewal is not always an easy task for these traditional facilities. It may mean giving up a time-honored way of doing things, redesigning lobbies, rooms, uniforms, and services to meet the requirements of a new kind of public. That's where the design expert, with his wide knowledge of viable solutions for both motels and hotels, comes into the picture. He can bring together the best of the two worlds, help the hotel to meet the challenge of the new customer and still retain enough of the traditional values so that a distinctive and competitive difference is achieved.

Then there's the advent of a new breed of managers in the industry resulting from the acquisition of a number of properties by groups with no previous experience in innkeeping. These are men accustomed to using the tools of scientific management. They zero in on inefficient operations and procedures with the sharp eyes of technicians. They are responsible to both customers and stockholders, and find that in pleasing one they are rewarding the other. They have resources of capital, talent, ideas, and a spirit of innovation that sees nothing wrong in changing things if such a change will contribute to growth.

In this period of flux, the designer plays a key role. He has observed and worked with the hotel-motel industry during its initial period of growth, and brings to his task an expert's familiarity with the many hidden problems associated with creating a successful facility. But now he also has the job of working with the new management and the new customer and the new ambience.

That means the designer must now accept responsibility for cost accounting jobs with a rigor and exactitude that will meet the demands of financially oriented ownership and management. He needs to spell out his total concept for "growth properties" in detail form. He has the back-office job of projecting and holding to schedules and budgets. He must turn in reports that are comprehensible to managers accustomed to balance sheets and financial reports.

An impossible task? On the contrary, it's the kind of service the design firm should be prepared to offer as a matter of course in the hotel-motel industry. Sure, it puts a new responsibility on the designer. Suggesting concepts for a growth property, he will need to stick by his convictions. The client may want "standardization" of design throughout a chain. But if the designer thinks the chain, in the particular situation, can experience wider and faster growth with individuality of design, then it's up to him to stick by his guns. Today, the designer needs to believe in his own ability as a business and financial planner.

Cost is a factor that the designer has to face head-on in discussions with clients. The lowest cost job is not necessarily the most economical one. And the new management people in the industry are well aware of this fact. Thus in some ways, the job of communicating to the new managers will be facilitated. They are interested in growth profits, not in immediate cost-cutting and long-term losses!

While today's guest does not appreciate standardized design, he does insist on standardization on quality—and on a consistently high level. Fortunately, furnishings today need not be costly to be durable and attractive. Modern art, with its emphasis on clear definition of line, strong color contrasts, and basic forms, has opened up new horizons where the designer can exercise his ingenuity in combining colors

(Continued on page 16)

No place like home

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tmosphere of warmth and wel- transforms an impersonal ho- motel room into a truly invit- ome-like place to be! And the th, character and quality of R- contract furniture is the result iceless experience as fine furni- makers since 1881.

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and forms to create an atmosphere of sophisticated comfort and elegance without escalating the budget.

Quality is directly tied in with maintenance. Do materials stand up under wear and tear? Does appearance rapidly deteriorate after usage? Does housekeeping morale break down because of shoddy workmanship, inattention to details? Today, modern technology makes available to the designer a host of laboratory-created and use-tested materials which make it possible to "build in" maintenance from the start. The secret is, of course, careful planning and design.

The successful motel plays many roles. It is at once a stop-over for the traveler, a week-end resort for the family, and a center of community functions. These multiple roles are not acquired as the facility goes along. They are built into the initial planning, whether it be for a new facility or for a renovation. Hence, the emphasis that experienced designers place on the "total concept" of the facility as a growth property.

While the motel has taken over many of the functions of the traditional hotel, it has also brought the downtown facilities to a sharp re-examination of this function and purpose. Instead of bewailing the competition from the outskirts of town, the hotels have found a new kind of profitable life for themselves.

Basis of this new life is being found in the values which only the hotel can offer—proximity to business and entertainment, service, and an atmosphere of traditional elegance. During programs of planned renewal, successful hotels have found that by restating these values in terms of the modern customer, they can build up a new and profitable trade.

There are no "packaged" answers to hotel renewal. Indeed, across-the-board design solutions tend to obscure the values of individuality and charm which the hotel may claim as its distinctive advantage. The most common mistake is to try to impose a pseudo-modern style on a fine traditional base, or to try to disguise inefficiencies with "gimmicks." The successfully revitalized hotel we believe, indulges in an overview of its past and present, then with the services of a good design firm, blends the superior values of tradition and modernity in a way that creates an image both pleasing and impressive to the guest.

Good design has never been the characteristic of a particular style—and it is far from being so even in this age of mass accommodations. It is, rather, a recognition of the surviving spark of individuality in each of us. Grateful indeed is the traveler who find the place of refreshment and rest which acknowledges his uniqueness as a human being. (**C**)

Point of View is an open forum for practicing designers. We invite you to become a guest columnist and welcome expression of your views on the problems, practices, and procedures related to the field of contract space planning and design.

"Pull up a chair"...by THONET



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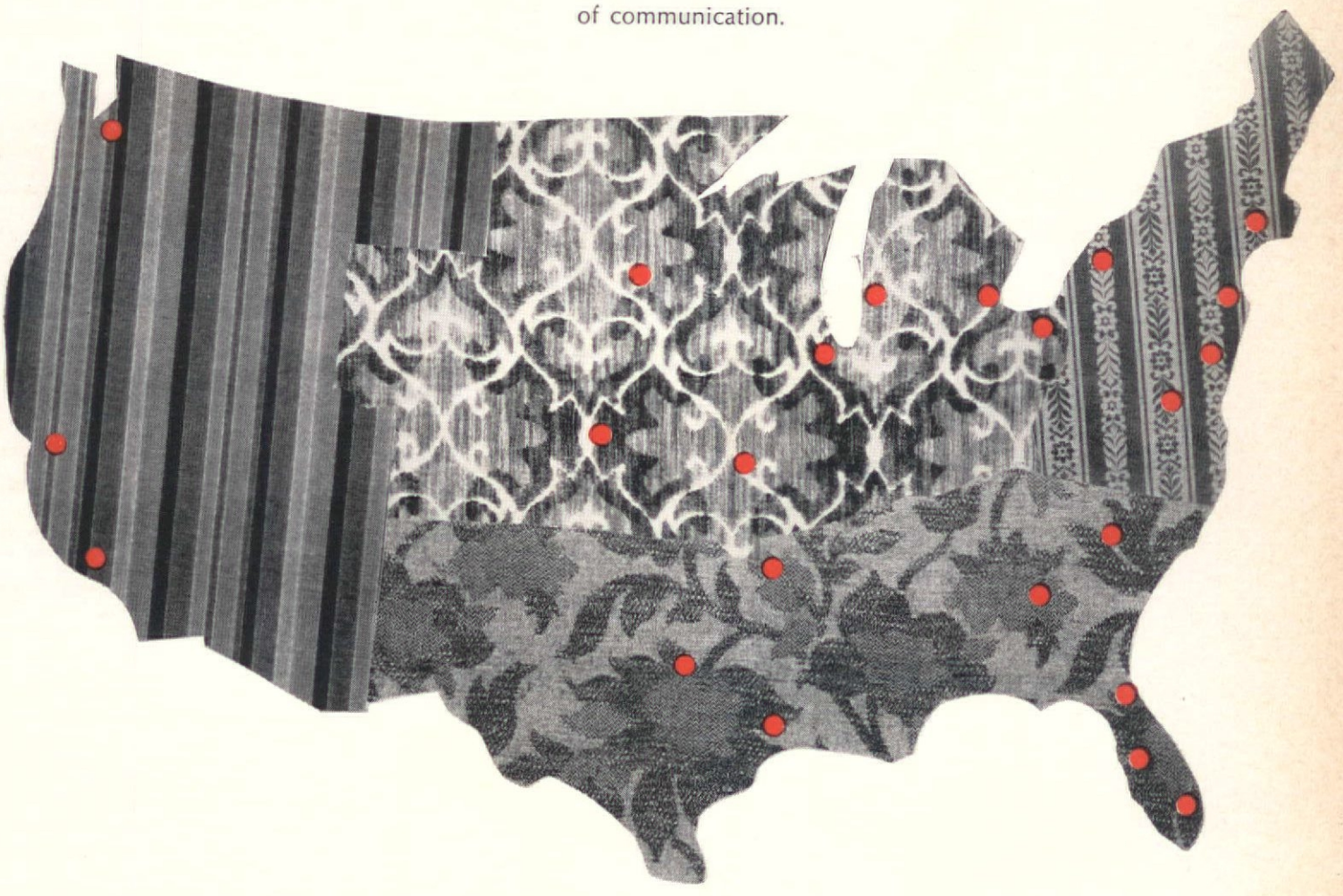
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CONTRACT BUSINESS: NOTES & COMMENTS

CONTRACT names Editor

Lenid I. Corlin has been appointed Editor and Associate Publisher of CONTRACT Magazine, effective immediately, according to an announcement by Ben Hellman, Publisher. Corlin will work directly with Hellman on all editorial and publishing functions. Hellman will continue to have overall



responsibility for the editorial direction of the magazine, as well as serving both readers and advertisers as publisher through personal consultations, seminars, marketing programs, meetings, etc.

Corlin's appointment is to a newly created position in line with the continued growth and expansion of CONTRACT Magazine. Prior to his association with CONTRACT, Corlin was editor and associate publisher of the Group Marketing publications of U.S. Industrial Publications, Stamford, Conn. He also served as New England field editor for Nationwide Trade News Service Corp., New York City, where he developed feature stories for more than 100 national publications and publicity organizations, including Institutions, Interiors, Flooring, Gift & Art Buyer, Lamp Journal, and China & Glassware.

Belgians in Exhibit

The Belgian Government has just signed up for a major exhibit at CONTRACT '68, the industrywide trade show and convention which will take place June 4, 5, and 6, 1968 at the New York Coliseum. According to Jerome H. Brown, manager of CONTRACT '68, the Belgians have contracted for six booths in which they will display merchandise suitable for commercial/institutional markets.

To date, Brown added, about 140 booths have been sold, representing about 65 percent of the available space. Among the leading industry companies which will exhibit at CONTRACT '68 are the following:

Adamo Galleria d'Arte, Aldon/Contract Carpet Engineering, Allied Chemical, American Mat, Berkshire Hathaway, Bigelow-Sanford, Columbus Coated Fabrics Div. of The Borden Chemical Co.

B. Brody Seating, Brown-Jordan, Brunswick, Burwood Products, Cabin Crafts, Callaway Mills, L. E. Carpenter, Celanese Fibers Marketing Co., Chicage Hardware, The Children's Workbench, Commercial Carpet, Craft Associates, Crown Products, Crown Rubber, Design-Tex, Dow Badische Co., duCor.

E. I. duPont, Excel Mfg., Fixture Mfg., Formica, Gasser Chair, General Drapery Services, General Tire & Rubber, Hamilton Mfg., Hercules.

Hunt Country Furniture, International Crating & Container, Jackson China Co., Jansko, Kirsch, Levelor Lorentzen.

Luxo Lamp, 3M Co., Maharam Fabric, Karl Mann Associates, Marble Industries, Masland Duraleather, Menell Associates, Middletown Mfg., Mitten Letters.

Mohasco Contract Furniture Div., Molla, No-Sag Spring, Panelart, Parkwood Laminates, Piazza Originals, Rockland Industries, Royalmetal, Rugcrofters, Allen Sanford, James Seeman Studios, Siesta Mfg.

Stacor, Standard Coated Fabrics, Stanley Furniture, Stauffer Chemical, Syracuse China, TechFab, Tree Time, Trend Mills, Tropitone Furniture, Uniline, United Chair, Valtronic, Virco Mfg., Virtue of California, Wilmar, Lee L. Woodard.

GSA officials to attend seminars

Government officials throughout the nation will attend special courses on office planning in the coming months. The courses are sponsored by General Services Administration, buying arm of the Federal government, and are being conducted by Saphier, Lerner, Schindler, Inc., New York-based space planning firm.

The purpose of the program is aimed at channeling government funds into the most efficient and economic use. GSA runs up a yearly shopping bill of nearly one billion dollars. Most of this goes into renting office space for government needs and purchasing office equipment of all types. For this reason, GSA has asked SLS to assist in preparing and conducting office planning seminars.

Each session consists of intensive one-week all-day sessions. Three seminars have already been conducted; others are scheduled from now through December in key cities across the country. These are Los Angeles, Chicago, New York, San Francisco, Kansas City, Seattle, Denver, Atlanta, Fort Worth.

AID on education

American Institute of Interior Designers is broadening its participation in the field of education. As a meaningful primary step, the Institute has contributed $10,000 to Interior Design Educators Council, in support of the Council's proposed critical study of interior design educational curricula. In addition, AID's national committee on education has set up a current plan of action called the Five Point Program. Its aims, in brief, are:

1. Establish an improved line of communication between the local chapter committees on education and the national committee on education.
2. Encourage and support the growing dialogue between interior design educators and members of the Institute.
3. Continue an active reappraisal of student activities and their relationship to local chapter programs.
4. Restudy all Institute programs related to educational awards.
5. Establish a working relationship with other AID national committees and related agencies outside the Institute where such association would be of benefit to the Institute at large.

In implementing one phase of the first point, AID has published its first edition of Education Journal of AID (EDJ, pronounced *edge*), in which the Five Point Program is printed in full. For further information on the program, write to National Committee on Education, AID, 559 Pacific Avenue, San Francisco.

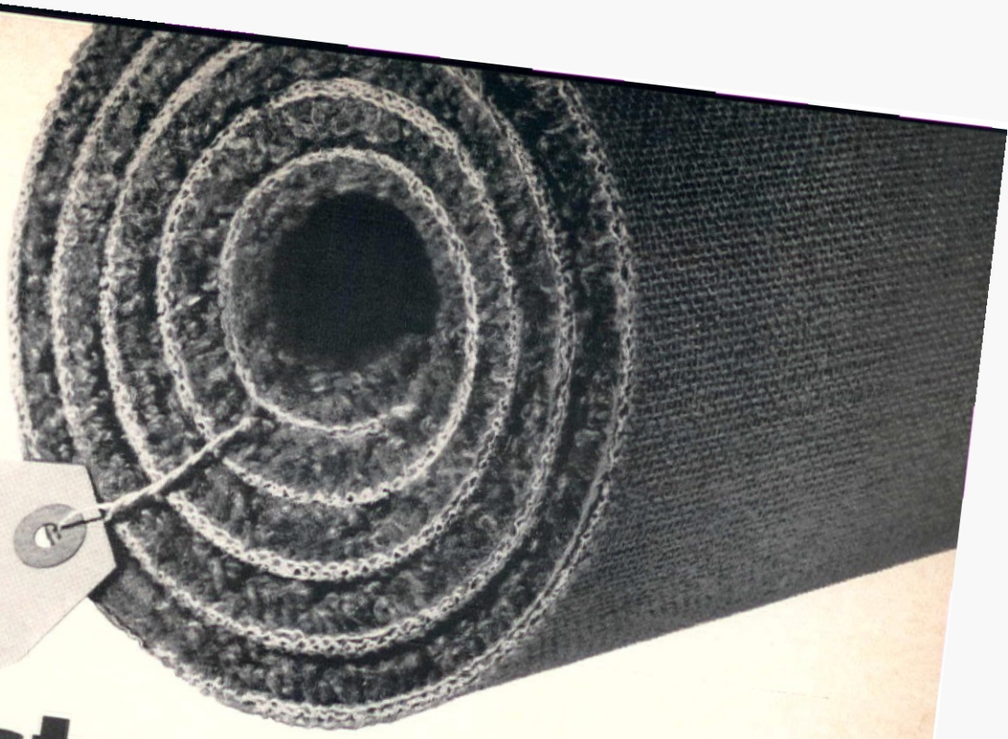
Design directory compiled

A directory of Behavior and Environmental Design has been complied by the Research & Design Institute, Providence, R.I., to bring about needed cooperation among those working the areas of environmental design and human behavior. The directory lists more than 250 persons

(*Continued on page* 20)

Circle No. 15 on product card facing P. 124

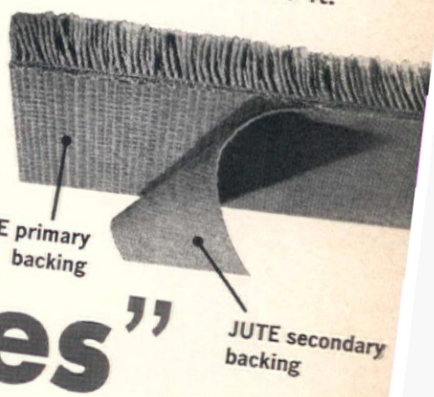
Because no carpet (contract or residential) is really sold until it's installed...



Listen to your carpet installer

Installation "pros" say: *"With tufted carpets, we want both primary and secondary backings to be Jute. Assures neater, better tailored installations... ends re-stretches and other sources of irritation to clients." ☐ How do you tell if both backings are Jute? Look at the bottom (secondary) backing of the carpet. Then bend the carpet so the upper (primary) backing shows through the pile. If both are Jute, you're way ahead... in quality, appearance, performance. So is your client. Take your installer's word for it.

*Based on a nationwide survey. Folder giving representative names and statements available on request.



Jute·on·Jute backing "makes" tufted carpets

JUTE CARPET BACKING COUNCIL, INC., 25 Broadway, New York, N.Y. 10004. Members: American Industries, Inc. • Bemis Co., Inc. • C. G. Trading Corp. • City Trade & Industries, Ltd. • Delca International Corp. • A. De Swaan, Inc. • Robert F. Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer Co. • Pak-Am, Inc. • William E. Peck & Co. of N.Y. Inc. • R. L. Pritchard & Co. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises, Inc.

in 30 fields ranging from Anthropology to Zoology and catalogs their areas of professional interests and significant contributions.

Ronald Beckman, REDE director, said that it is their intent to promote effective communication, and to encourage present and future research on behavior and design.

The booklet, designed with an alternating alphabet/numerical page notation, is available for $2.00 per copy, and can be obtained by writing Research & Design Institute, P.O. Box 307, Providence, R.I., 02901.

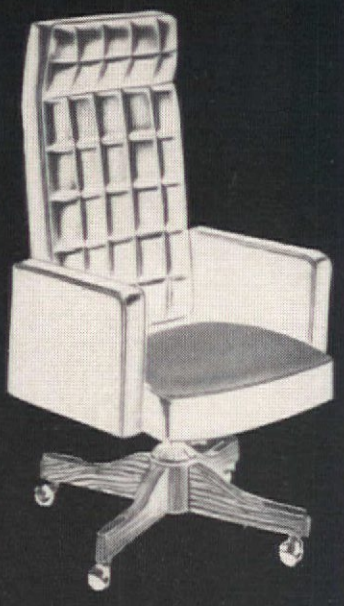
New assignments . . .

ISD, Inc., space design firm of New York and Chicago, has three new projects currently under way. For architect Edward Larabee Barns, ISD will plan and design furnishings for the library and music building at Emma Willard School, Troy, N.Y. The school is being designed in contemporary American gothic, and furnishings will be selected or custom designed by ISD to complement the style. Also for Barnes, ISD will assist in execution of interiors for the first phase of State University of New York's College of Performing Arts in Westchester County. In Chicago, ISD is providing interior design programming and planning services for general and executive offices of Blue Cross Association. The offices will occupy six floors, covering 72,500 square feet, in a new addition to American Hospital Association Building. . . . Richard D. Roselle, NSID, Seattle interior/industrial design consultant, will assist on the second phase expansion and refurbishing of Washington State University's Wilson Compton Student Union Building. Roselle will recommend and specify furniture. Development of the overall project is being handled by Maloney, Herrington, Freesz & Lund, AIA, Seattle architectural firm. . . . Design firms have been named for the interior design and decoration of Burlington Industries' various divisional merchandising headquarters to be located in the new Burlington House, a 50-story tower being erected in New York City. Design firms are Beeston & Patterson; J. Gordon Carr Associates; Duffy, Inc.; Schofield & Colgan; Sharon-Krob-Murray. . . . Design consultant Guy Norman has been retained by American Management Association, based in New York, to plan and design its new management center in Chicago. Norman is also developing and designing new and expanded office facilities for London Records, Inc., for its New York City headquarters. In a third assignment, the firm has been retained as continuing consultant to All-State Welding Alloys Co., based in White Plains, N.Y., and is currently competing design and installation of a new plant/office building in Santa Fe Springs, Calif. . . . Progressive Design, Ltd., Cleveland, will handle major design assignments for Park City Shopping Center in Lancaster, Pa. Work has been started on 10 specialty shops and a restaurant-lounge. Most of the other 90 shops, as well as the project's graphics, signs, and other identifying features, will be created by Progressive Design. . . . Architectural/planning/engineering firm of Schutte-Phillips-Mochon, AIA, Mil-

(Continued on page 22)



Circle No. 16 on product card facing P. 124



American businessmen are buying 10 times as much Canadian office furniture as they did 4 years ago.

See why at Stand 348!

Make a note of it. That is the location of the Canadian exhibit at the National Stationery and Office Equipment Convention in the International Amphitheatre, Chicago—Sept. 20th to 23rd.

VISIT THE CANADIAN EXHIBIT AT THE NATIONAL STATIONERY AND OFFICE EQUIPMENT CONVENTION.

Five Canadian companies will be exhibiting their newest lines, including several which won awards in the national Canada-Design '67 competitions. You'll be impressed by what you see and what you hear from these companies' representatives about delivery dates and the flexibility of their manufacturing facilities to meet specific needs. Come to where the profit is. A lot of other American businessmen do.

Department of Trade and Commerce
Government of Canada, Ottawa

Circle No. 17 on product card facing P. 124

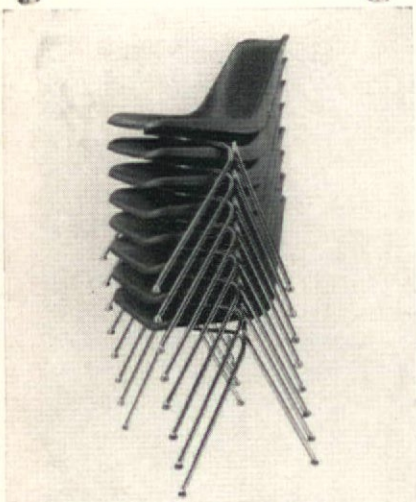
waukee, has been retained by Parliament Towers Ltd., to design and construct the Bahama Island's tallest structure, a combined hotel-condominium in Freeport estimated at $7 million. For the 23-story building, the firm will design a master plan for site, landscaping, building, and facilities, as well as to plan interior design and furnishings for hotel suites and model apartments. . . . Saphier, Lerner, Schindler, Inc., New York-based interior design/planning firm, has several projects in the works at 2 Penn Plaza, now being constructed on the site of the famed Pennsylvania Station. For Trans World Airlines, SLS is designing a total of 105,000 square feet of office space and reservations center. Others include Raymond International, 60,000 square feet; Traffic Executives Association, 32,000 square feet; Max Eckardt, 15,000 square feet, plus office space for smaller companies totaling approximately 30,000 square feet. In another major building in New York City, the General Motors tower, SLS is creating interior space for Revlon, Inc., Helena Rubenstein, and Leber Katz Paccione advertising agency. . . . Among projects by Western Contract Furnishers, Oakland, Calif., are interior design and furnishings for bachelor officer quarters at U.S. Navy installation at Treasure Island, a half million dollar contract including 278 suites and studios plus lobby, and interior design and furnishings for part of the $150 million The Villages adult community in San Jose. . . . Corco, Inc., Chicago institutional design/equipment firm, is transforming an old campus library into a swinging student center called Gaslight Row at Quincy College in Illinois. Corco is also designing and furnishing a new $500,000 men's dormitory at Westminster College, Fulton, Mo. Architect is Frederick Sternberg Associates. In the office field, Corco has been retained by audio-visual manufacturer H. Wilson & Co. for interior design and furnishing of its new 8,700 square foot office building in South Holland, Ill. The building was designed by McClurg, Shoemaker & McClurg architectural firm. (C)

The Polypropylene SR2™ Chair Acclaimed A Technological Breakthrough

Designed by Robin Day, Celebrated British Architect Produced in U.S.A. by John Stuart International

Polypropylene, discovered by the Italian chemist, Prof. Guilio Natta won him the 1963 Nobel Prize. It is the lightest weight plastic known. Despite its light weight it is extremely strong and resilient. (Report of the British Furniture Research Assn. laboratory tests, on request.) Designed to fit a maximum range of human sizes and weights, it adjusts to body weight and shifting positions. Polypropylene SR2™ will not craze nor crack and is resistant to scratches and stains. Five standard colors. Stackable. Legs 14 gauge welded steel tubing. Unbreakable, everlasting, self-adjusting white plastic ball-and-socket glides.





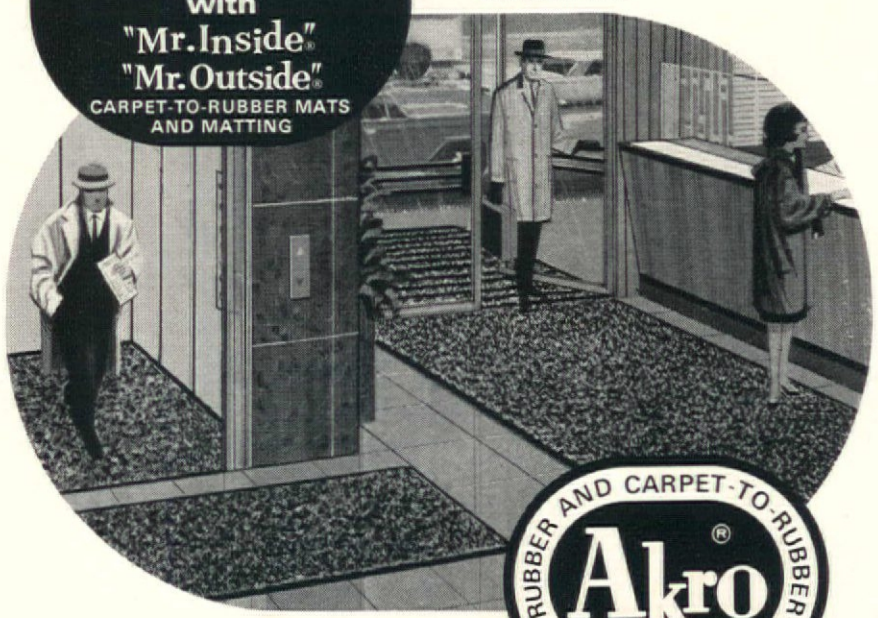
Ask for descriptive folder of entire group of the Polypropylene SR2™ Chairs

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CONTRACT DIVISION OF JOHN STUART INC.
PRINCIPAL OFFICE AND SHOWROOMS
205 EAST 58TH ST., NEW YORK 10022

CUT MAINTENANCE COSTS with "Mr. Inside" "Mr. Outside" CARPET-TO-RUBBER MATS AND MATTING

- Beautify and Protect Buildings, Halls and Lobbies
- Lies flat — won't slip, curl or bunch
- Looks Better Longer
- 100% Virgin Nylon face carpet compression molded for a permanent bond to a safe non-skid, tear resistant rubber base

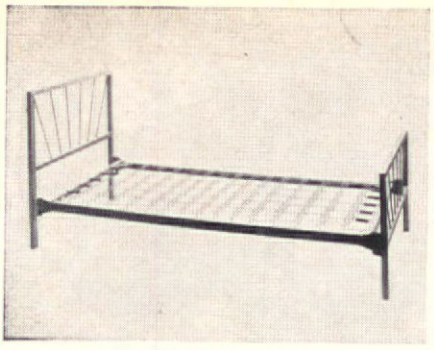


RUBBER AND CARPET-TO-RUBBER MATS AND MATTING — Akro®

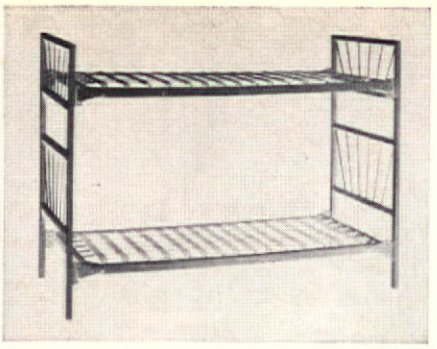
It doesn't cost to install Akro Mats and Matting —IT PAYS!!! Write TODAY for the complete colorful story and *free* samples to:

THE BUXBAUM COMPANY, CANTON, OHIO 44701

Circle No. 19 on product card facing P. 124



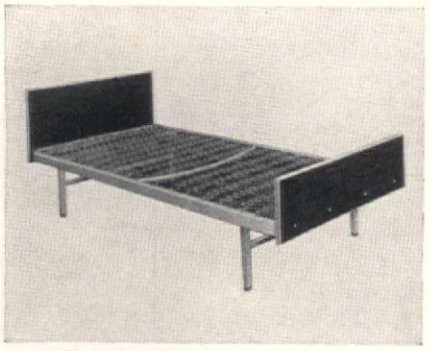
Flat-Top bed as single unit with Metropolitan panels.



Flat-Top bunk bed with Metropolitan end panels.

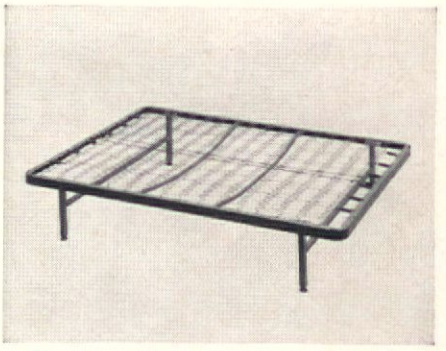


Flat-Top Triplet, three comfortable single beds.



Continental bed with rectangular panels and straight legs.

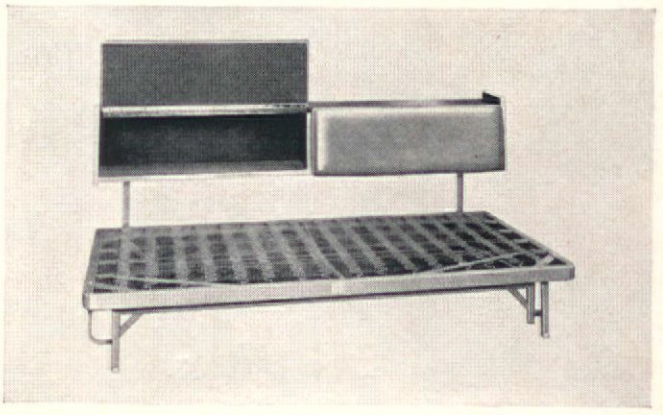
All of these beds have one thing in common



Continental bed base (adaptable to most types of headboards and footboards).



Sack-King mechanism only can be purchased.



Or, Sack-King with bolster.

they are better by a comfortable margin.

No-Sag beds were not designed, primarily, to win styling awards. True, their clean lines blend well with furnishings ranging from austere to lavish — but this is incidental to these beds being totally functional. No-Sag beds are built to provide lasting comfort. They are priced to outsell all competitors.

The full No-Sag line is ruggedly engineered to exacting specifications to assure the correct balance between resilience and flexibility. There's no substitute for healthful sleep. That's why No-Sag beds are *better by a comfortable margin.* Actually, they aren't *absolutely* indestructible — it just seems that way.

no-sag® SPRING DIVISION

LSi

LEAR SIEGLER, INC.
124 W. STATE FAIR
DETROIT, MICHIGAN 48203

Circle No. 20 on product card facing P. 124





JOHN STUART OPENS IN BOSTON



Yellow canopied doors mark the entrance of John Stuart's new Boston showroom, at 90 Berkeley Street, opening on four floors of furniture in room settings and vignettes. The International Contract Division in the Modern Gallery displays the Danish Craftsmen Series, furniture design that has outgrown the institutional look. Such as Poul Cadovius' inventive wall-hung architectural furniture in teak, rosewood, walnut and bleached oak. Stainless steel chairs covered with leather, twin tables of stainless steel and glass. A boat-shaped conference table, available in any size to order, is shown in the nine-foot length. Executive chairs designed in leather by Denmark's Finn Juhl.

The main floor is a veritable boutique containing a richly carved bed, an 18th Century French Armoire, a chest that might well be Spanish. The upper floors house presentations of John Widdecomb French, Italian, and Spanish classics.

The settings and backgrounds were done by Stuart designers Charles Preston and Margaret McEwen; building alterations by Vollmer Associates.

Manufacturers turn on sales at *Contract '68*

Buyers Attend

CONTRACT '67 was toured by thousands of architects, contract designers, specifiers, furnishers, space planners, school, college and university administrators, government purchasing personnel, and volume commercial/institutional buyers.

A greatly increased CONTRACT '68 attendance will be stimulated by an expanded, provocative seminar program, a dynamic audience promotion campaign, the success of CONTRACT '67, and a substantial increase in the number and variety of exhibits.

Exhibitors Sell

On-the-spot sales and long lists of impressive contacts were reported by CONTRACT '67 exhibitors, many of whom wrote enough business to justify doubling and tripling their exhibit space in CONTRACT '68.

National Marketplace

With little fanfare, more than 78 leading manufacturers from all over the nation, and the Belgian Government, have *already reserved 64% of the available exhibit space.* These exhibitors and many others will show their contract lines to attendees from virtually every state.

Reserve Your Space Now

CONTRACT '68 will be the major merchandising event of 1968. By reserving your exhibit space today, you can guarantee yourself an advantageous booth location to see and sell the key people who specify and buy millions of dollars of commercial/institutional products yearly.

Contract '68

New York Coliseum
June 4-6, 1968

the national show and convention sponsored by* CONTRACT *Magazine

For space reservations, information: **Jerry Brown, National Expositions Co., Inc., 14 West 40th St., N.Y., N.Y. 212/564-8714**

Circle No. 21 on product card facing P. 124

EXHIBITORS TO DATE

Adamo Gallerie
Aldon/Contract Carpet
Allied Chemical
American Mat

Belgian Government
Berkshire Hathaway
Bigelow-Sanford
Borden Chemical Co. (Columbia Coated Fabrics Div.)
Boussac of France
Brody Seating
Brown-Jordan
Brunswick
Burwood

Cabin-Crafts
Callaway Mills
Celanese
Chicago Hardware
Children's Workbench
Commercial Carpet
Contract Magazine
Craft Associates
Crown Products
Crown Rubber

Design-Tex
duCor
DuPont

Excel

Fixtures
Formica

Gasser Chair
General Drapery
General Tire

Hamilton Manufacturing
Hercules
Hunt Country Furniture

International Crating

Jackson China
Jansko

Kirsch

Levelor Lorentzen
Luxo Lamp

3M
Maharam
Karl Mann Associates
Masland Duraleather
Menell
Middletown
Mitten Letters
Mohasco
Molla

No-Sag Spring

Panelart
Parkwood Laminates
Piazza Originals

Rockland Industries
Royalmetal

Allen Sanford
James Seeman Studios
Siesta
Stacor
Standard Coated Products
Stanley Furniture
Stauffer Chemical
Syracuse China

Techfab
Telescope Folding Furniture
Tree Time
Tropitone Furniture

Uniline
United Chair

Valtronic
Virco
Virtue of California

Lee L. Woodard

Sculptura...

35th FLOOR

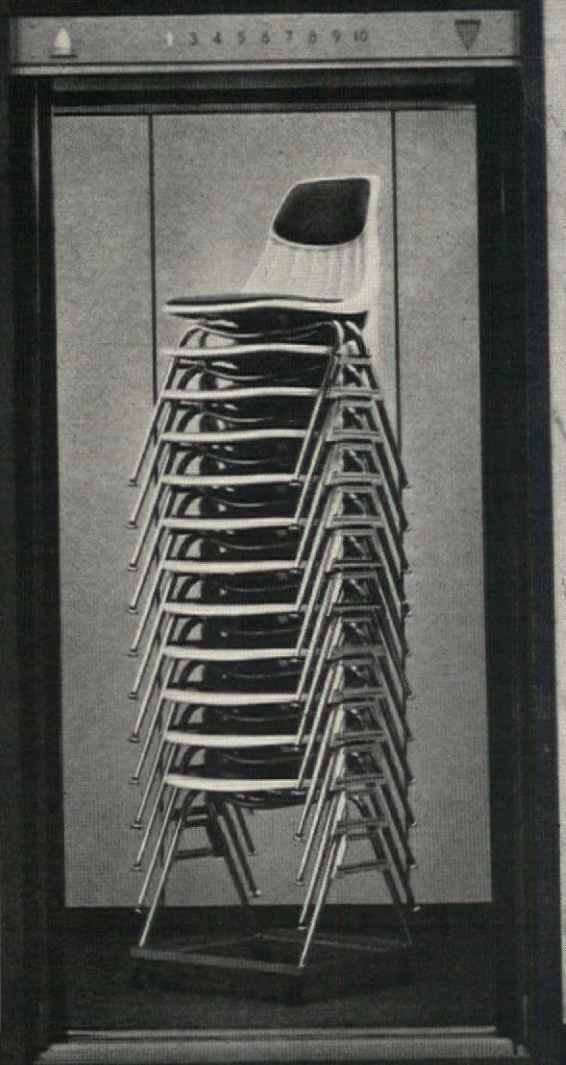
24th FLOOR

17th FLOOR

8th FLOOR

5th FLOOR

From high-level executive meetings to employee dining . . . Sculptura belongs. Functional seating at its finest . . . the success story of Clarin Chairs!



STACKS • GANGS • TAKES TABLET ARMS • COLOR COORDINATES • C.O.M. ACCOMMODATIONS

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Circle No. 22 on product card facing P. 124

CONTRACT NEWS

SHELTON, ULLMAN, SMITH & STREICH, INC., commercial interior design/furniture firm in Fort Lauderdale, Fla., has changed its name to RABLEN-SHELTON COMMERCIAL INTERIORS, INC., to reflect its association with Rablen-Shelton Interiors of Fort Lauderdale.

SCHUTTE-PHILLIPS-MOCHON, AIA, architect/planner/engineer, with headquarters in Milwaukee, has opened an office in Chicago, at 535 N. Michigan Ave.

ROSS-YAMANE-ASSOCIATES, architect, and PROGRESSIVE DESIGN, LTD. have announced an affiliation of services to offer a complete design package. They are located in the Bulkley Building at 1501 Euclid Ave., Cleveland.

FINKEL OUTDOOR PRODUCTS, INC., a subsidiary of ABERDEEN MFG. CORP., has moved its New York showroom to Home Furnishings Mart at 205 Lexington Ave., where it occupies the entire 12th floor.

D. J. KELLY, JR. has been appointed to head ROBERTSON CARPETS, the newest division of COMMERCIAL CARPET CORP. He will be vice president of sales. The new firm will manufacture a diversified line of carpets.

Agreement has been reached for ARMSTRONG CORK CO. to acquire E & B CARPET MILLS, INC. The transaction is subject to approval by the directors of both companies and the shareholders of E & B.

SCHECTER ASSOCIATES, manufacturers' representative for CHAIRMASTERS and LION brand products in the Southeast, has opened a new showroom in the Presidential Building, North Miami, Fla.

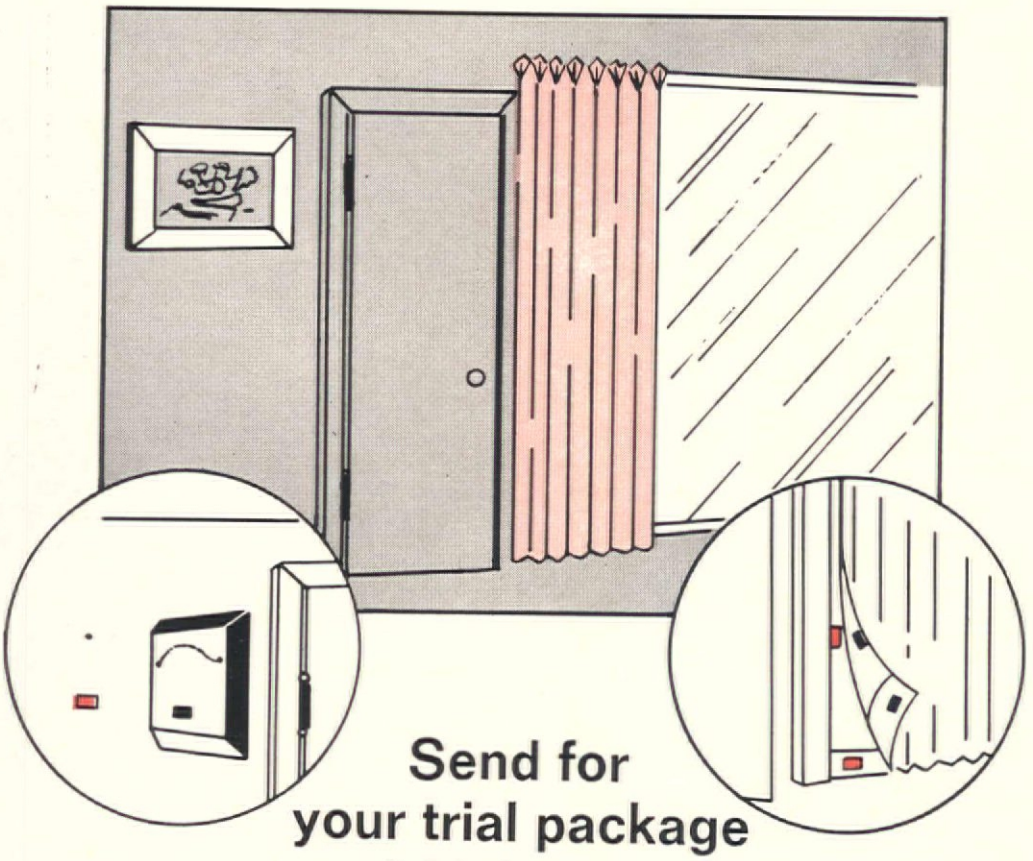
BURLINGTON HOUSE div., BURLINGTON INDUSTRIES, INC., has opened a showroom and merchandising office in the American Furniture Mart, Chicago, which will be devoted to the upholstery division.

NACO FABRICS has opened a showroom in the Decoration & Design Building, New York City, where a large collection of drapery and upholstery fabrics will be displayed.

ROHM & HAAS CO. opened a new nylon fiber plant near Fayetteville, N.C. The multi-million dollar plant, equipped to produce nylon 6 fiber in deniers suitable for hosiery, apparel, upholstery, and carpet manufacture, will reach a planned capacity of 10 million pounds per year.

TUFTED TEXTILE MANUFACTURERS ASSOCIATION named Arthur B. Lauman, president, Crown Tuft Carpet, Inc., Dalton, president of the group. Other officers are: M. E. Keller, E. T. Barwick Mills, Inc., first vice president; Georges Paules, Gulistan Carpet Div., vice president: F. O. Edwards, Dell Rube Chenilles, Inc., Dalton, vice president; and Shaheen Shaheen, World Carpets, Inc., vice president.

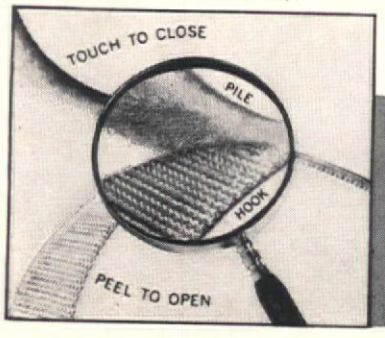
There are a million
(more or less!)
decorating uses for 1″x1″ Velcro® reusable anchoring tabs.



Send for your trial package of 20 for $1.00 and discover for yourself their unlimited applications!

Velcro® anchoring tabs keep your pictures hanging straight and your draperies anchored to the wall (as illustrated above). These pressure sensitive tabs are easily installed and are capable of being used for countless adjustments.

Hook Tape ■ Pile Tape



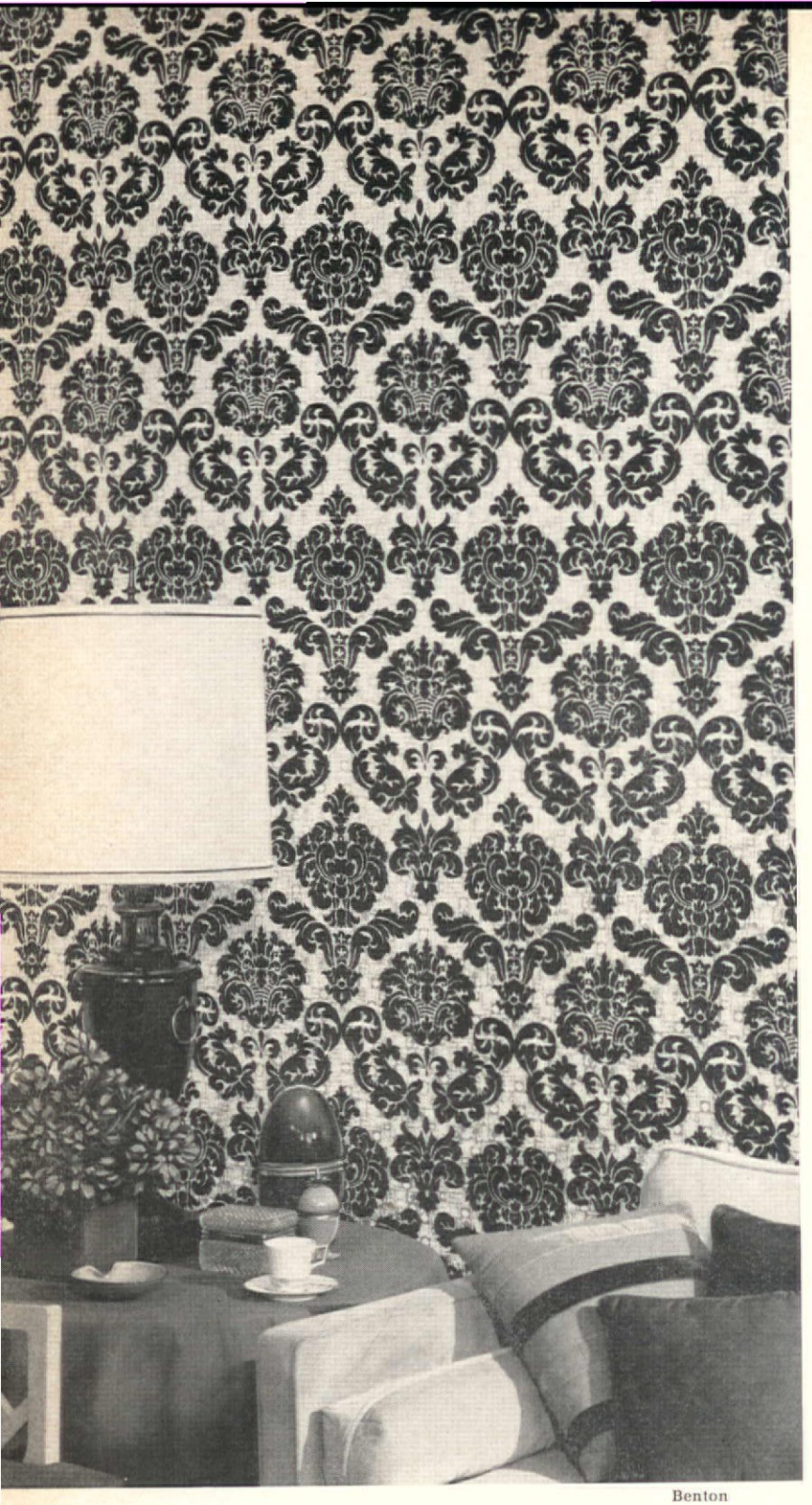
This is a discovery-offer; limit one sample package to a customer. Fill in the coupon below or write on your letterhead. We will forward 20 Velcro® anchoring tabs for $1.00 along with three informative booklets showing additional decorating uses for Velcro® nylon tape fasteners.

Schumacher's
FABRICS | CARPETS | WALLPAPERS | VELCRO®

F. Schumacher & Co., Dept. V
939 Third Avenue, New York, N.Y. 10021
Please send me your special discovery-offer of 20 Velcro® anchoring tabs for $1.00.

Name_____
Firm_____
Address_____
City_____ State_____ Zip_____

Circle No. 23 on product card facing P. 124



Benton

These wall coverings don't wear out their welcome!

Thousands of hotels, institutions, homes and industrial installations can attest to the fact that Sanitas and Wallclad vinyl woven fabric wall coverings are "life time" durable, completely washable, stain and abuse resistant and economical to install. In addition their decorative beauty runs the entire range of styling, textures, colors, foils, flocks and fashionable finishes. Write on your letterhead for samples and brochure of specifications or call your regular supplier.

VINYL Sanitas & Wallclad VINYL

WOVEN FABRIC WALL COVERINGS

Two Of The Fine Interior Decorating Products Manufactured By

STANDARD COATED PRODUCTS INCORPORATED

PEOPLE

WILTON L. FERGUSON, LOUIS N. MALOOF, EDWARD F. MENEFEE, EDWARD C. WUNDRAM, and JOHN A. WURZ have been named as partners in Heery & Heery, architect/engineer, Atlanta, Ga.

Wells M. Squier Associates has announced the appointments of JOHN E. ROBERTS, as vice president, and MARTHA CRAWFORD, as color and design coordinator.

KENNETH C. BASIL was appointed design director for Robert Young Associates, Inc., Dallas store planning and design firm. He will be responsible for development of a new 200,000 square foot, three-level branch of Chicago-based Wieboldt's department store.

CHARLES E. JOHNSON has joined Shelby Williams Industries, Inc., as regional sales manager. Johnson, who will make his headquarters at Shelby Williams' New York showroom, will be responsible for the complete metropolitan New York market.

CHARLES C. GOLDFARB has been appointed vice president of merchandising and sales for Quaker Fabric Corp., New York City.

Resources Council, Inc., has announced the election of 1967-68 officers: WILLIAM E. KATZENBACH, president; E. BARRY LEHMAN, chairman of the board; RITA BATTISTINE, RICHARD ABES, FRANKLIN S. JUDSON, FRANK VAN STEENBERG, vice presidents; HILDA SACHS, secretary; IVAN SANDERS, treasurer.

CHARLES J. EISEN has been appointed to represent Boris Kroll Fabrics Inc. in Colorado, Utah, and Wyoming, with a showroom in Denver at 375 S. Colorado Blvd.

OWEN REESE, III has been named vice president-marketing for all divisions of Milwaukee Chair Co. LEONARD O. ROSE has been named vice president-contract sales.

WILLIAM B. THOMAS, GEORGE R. O'NEILL, and RICHARD L. SELBY have joined TechFab, St. Louis, as sales representatives.

RUDY R. TORRELLAS has been appointed sales representative for the Caribbean by American of Martinsville, for both the contract and retail divisions.

Broyhill Furniture announced the appointments of JOHN KASTAN, as sales manager for Premier Case Goods Division, and BOB TRUESDELL, as merchandise manager for Premier Upholstery Division.

IVAN J. SANDERS has been named sales manager of Lord & Adams, Inc., New York.

Hercules Inc., Wilmington, Del., has announced the following appointments: JOHN S. MCGILLY, director of sales, fibers; ARTHUR C. KETCHAM, JR., assistant director of sales, fibers; ROBERT WIER III, director of commercial relations.

← Circle No. 24 on product card facing P. 124

Meet the only over-achiever at Edgewood Jr. High that just lies there

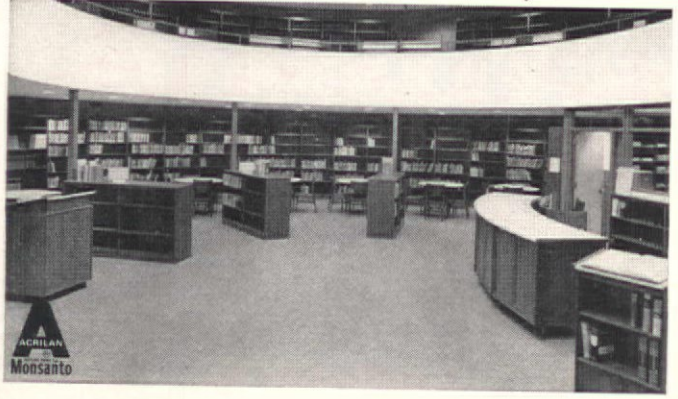
(Stevens Gulistan Carpet)

The dense, loop pile of New *Charter Oak* of Acrilan* acrylic pile is beautiful. And what a job it does! Hushes noise; warms and insulates, reduces heating bills and cuts maintenance cost up to 50%. Of course, it wears and wears and wears. The magnificent Edgewood Junior High School of Edgewood, Maryland, is enjoying all these Stevens Gulistan Carpet advantages. Why not have these benefits in your school? Ask for the complete Stevens Gulistan Carpet story and see our catalogue in Sweet's Architectural File #13L, A.I.A. File 28.

Stevens
***Gulistan*® Carpet**

*Reg.TM Monsanto's Textiles Division

Modern Library at Edgewood Junior High.
Contractor: Minderlein's Inc., Belair, Md.
Carpet shown below is 70% Acrilan acrylic pile 30% modacrylic.



Stevens Gulistan Carpet Division, J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N.Y. 10016

Please send me the whole story on how Stevens Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost to schools. Include free samples of Stevens Gulistan Carpet.

Name_____

School_____

Position_____

Address_____

City_____ State_____ Zip_____

C9-67

Circle No. 25 on product card facing P. 124



TRI-PAR Manufacturing Co. • 1740 N. Pulaski • Chicago 60639

Circle No. 26 on product card facing P. 124

CALENDAR

1967

September 15-20. American Institute of Interior Designers, 36th Annual Conference. Shoreham Hotel, Washington, D.C.

September 17-21. Furniture Market. Jamestown, N.Y.

September 18-19. Institute of Business Designers, Designer Symposium. Merchandise Mart, Chicago.

September 20-23. NSOEA Annual Convention. Conrad Hilton Hotel and International Amphitheatre, Chicago.

September 21-23. Fifth Annual Mobile Homes Manufacturers Association Suppliers Show. Navy Pier, Chicago.

September 27-29. Furniture Market. Dallas, Tex.

October 1-3. Western Bedding & Furniture Manufacturers Supplies & Equipment Show. Ambassador Hotel, Los Angeles.

October 5-6. Pacific Northwest Fall Furnishings Market. Seattle, Wash.

October 9-12. National Hardware Show. New York Coliseum, New York City.

October 16-20. Fall Furnishings Market, Summer & Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

October 19-21. AH&MA Annual Convention. Statler Hilton, Boston, Mass.

October 20-27. Southern Furniture Market. High Point, N.C.

October 23-27. Business Equipment Manufacturers Association, Exposition and Conference. Coliseum, New York City.

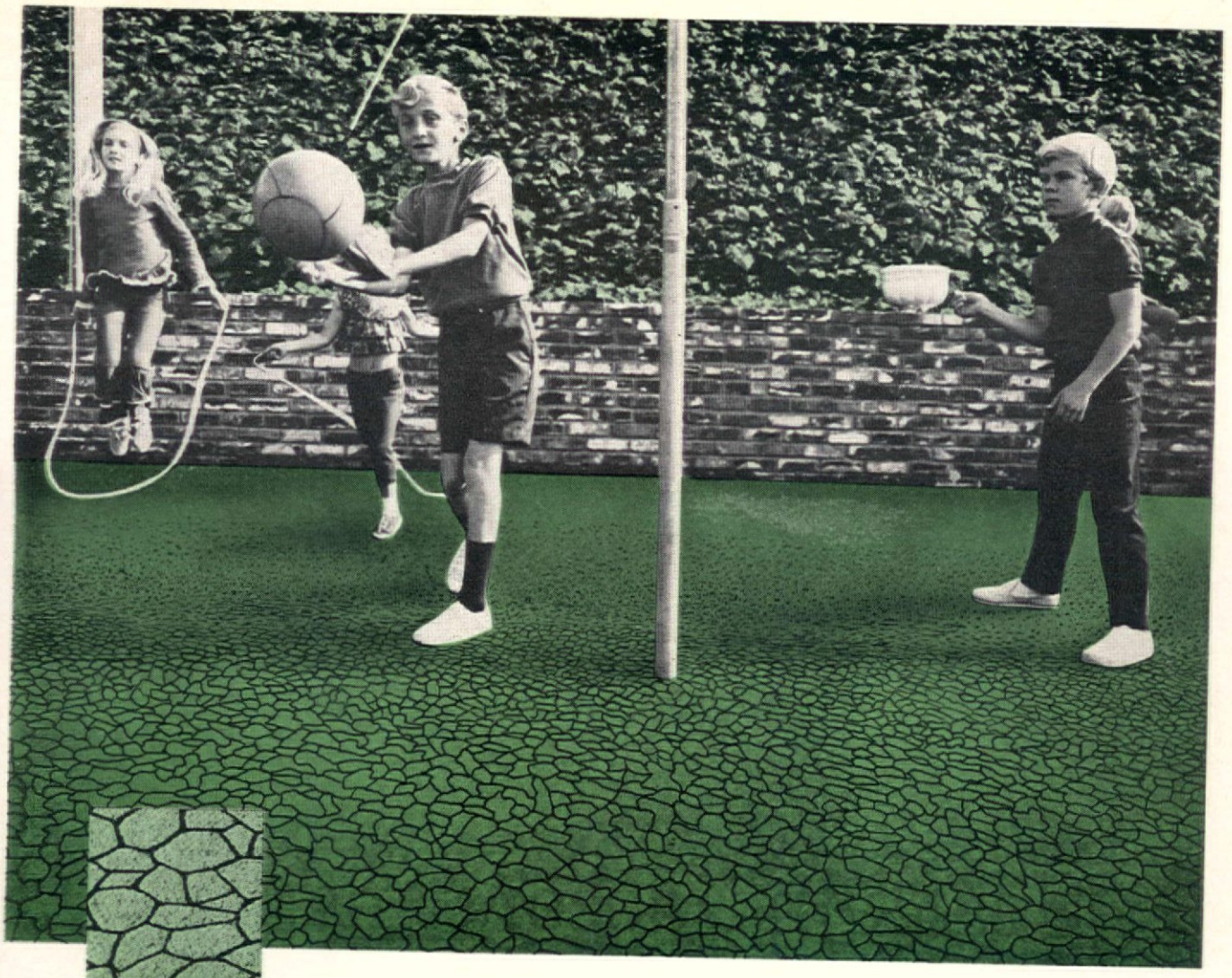
October 30-November 3. Outdoor & Casual Furniture Show. New York City.

November 6-9. National Hotel & Motel Exposition, 52nd Annual Convention. New York Coliseum, New York City.

November 9-12. NSOEA Eastern Convention and Exhibit. Statler Hilton Hotel and Trade Show Building, New York City.

1968

June 4-6. CONTRACT '68—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Expositions Co., 14 West 40 St., New York. N.Y. 10018. Tel.: 212/564-8714.



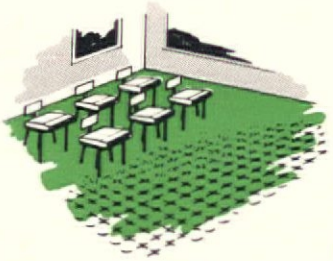
CarvTone



La Costa

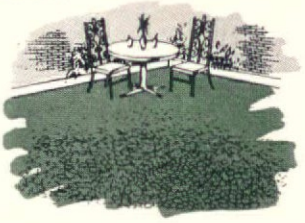
Carpet the action areas wherever they are

... in and around

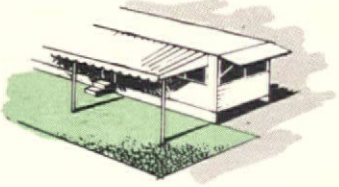


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of 100% HERCULON*
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* Hercules registered trademark

Contact Your Orcco Distributor

orcco INDUSTRIES, INC.

SUN & SHADE DIVISION
4903 Everett Avenue,
Los Angeles, California 90058

A Subsidiary of Ludlow CORPORATION

Circle No. 27 on product card facing P. 124

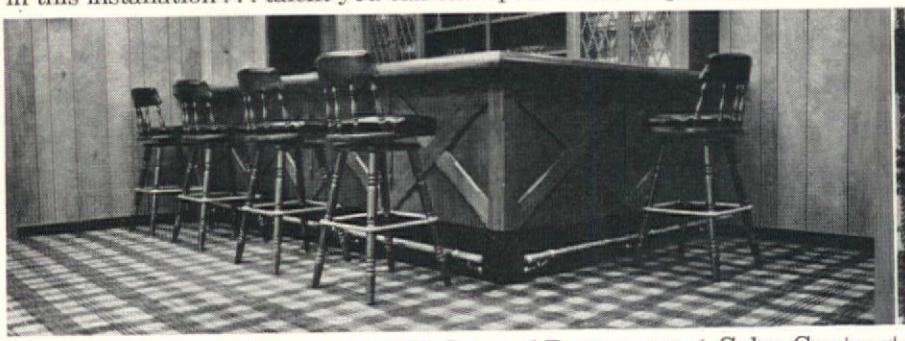


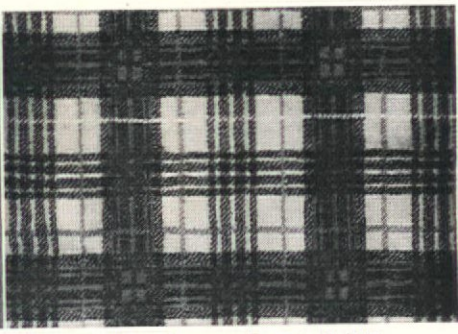
Sparkling decorating mix

take one part scotch plaid carpeting add to modern country club

Pure Wool Pile
The wool mark is awarded to quality-tested carpets made of Pure Wool Pile

A mood of softness in a contemporary building was achieved, when John Nelson, Interior Designer, of the John Wanamaker Contract Department, selected a Downs 4-frame all wool wilton as the base for this English Grille at Ashbourne C. C., Cheltenham, Pa. Downs talent for combining beauty with wearability is once again exemplified in this installation . . . talent you can call upon . . . and depend on!





Write today for your FREE Copy of Downs new 4-Color Contract Carpet Brochure. Dept. 9/67

DOWNS CARPET COMPANY, INC., Philadelphia, Pa. 19134 • Since 1865

DOWNS QUALITY CARPETS

Circle No. 28 on product card facing P. 124



Now Ready For You... **Backgrounds with Background**

Birge Colonial Collection

Vol. 54 Documentary Wall Hangings

THE BIRGE COMPANY, INC., BUFFALO, NEW YORK 14240

COUNCIL MEMBER WALLCOVERINGS

Circle No. 29 on product card facing P. 124



How to jazz things up for the chairman of the bored

And for everyone else in the office! New, breathable Inverness, the unique, mix 'n match FABRILITE® vinyl upholstery brings color and design excitement to commercial furniture. It is offered as a combination: basic tweed pattern and a selection of coordinated solid colors. Mix 'em and match 'em on chair seat, arms and back as you will.

Inverness is *breathable* for comfort . . . decorator-styled in ten "tweedy" combinations. For samples, write to Stauffer Chemical Company, Plastics Division, Newburgh, New York 12550.

STAUFFER CHEMICALS... at work everywhere

Stauffer CHEMICALS

Circle No. 30 on product card facing P. 124



PATTERNED PLEXIGLAS®

What do you make of it?

Feel free to let your imagination take off. FLAIR® will go right along, with its exciting possibilities for fresh designs. You choose from 17 rich, transparent colors and colorless to achieve dramatic visual results with natural or artificial light.

Rigid, yet light in weight, FLAIR is available in sheet sizes up to 4′ by 8′. Handling and installation are safe and easy. Don't worry about weathering or the hazard of shattering. FLAIR is time-proved PLEXIGLAS acrylic sheet.

Space dividers, screens, partitions, shower enclosures, windows, cabinet doors—all with exciting new stained-glass effects—are just a few of the applications where versatile FLAIR provides a world of colorful design possibilities. For additional information on FLAIR patterned PLEXIGLAS, and the names of Authorized PLEXIGLAS Distributors near you, write to us.

ROHM AND HAAS
PHILADELPHIA, PENNSYLVANIA 19105

FLAIR and PLEXIGLAS are registered trademarks of Rohm and Haas Company.

Circle No. 31 on product card facing P. 124

In 1950, you might have been happy with plain, dull walls.

It's 1967.



And now there's a remarkable, unplain, undull wall-covering called Guard vinyl fabric.

It comes in hundreds of patterns, designs and textures. Four different weights (from 8 to 33 ounces). Meets Federal specifications CCC-W-408. Resists staining, scuffing and tearing. Is Underwriters Laboratory tested for flame-spread under ASTM-E-84.

And it lasts. For years.

More, since Guard stays up so long, it helps beat the high cost of redecorating. (A nice thought for your client.)

And it lets your original design stay untouched for longer than usual. (A nice thought for you.)

So why settle for dull, plain walls?

It's 1967. And there's Guard.

For our free specifications and usage guide, and information on how our Design Center may be able to help you, write:

Columbus Coated Fabrics, The Borden Chemical Company, P.O. Box 208, Columbus, Ohio 43216.

GUARD®

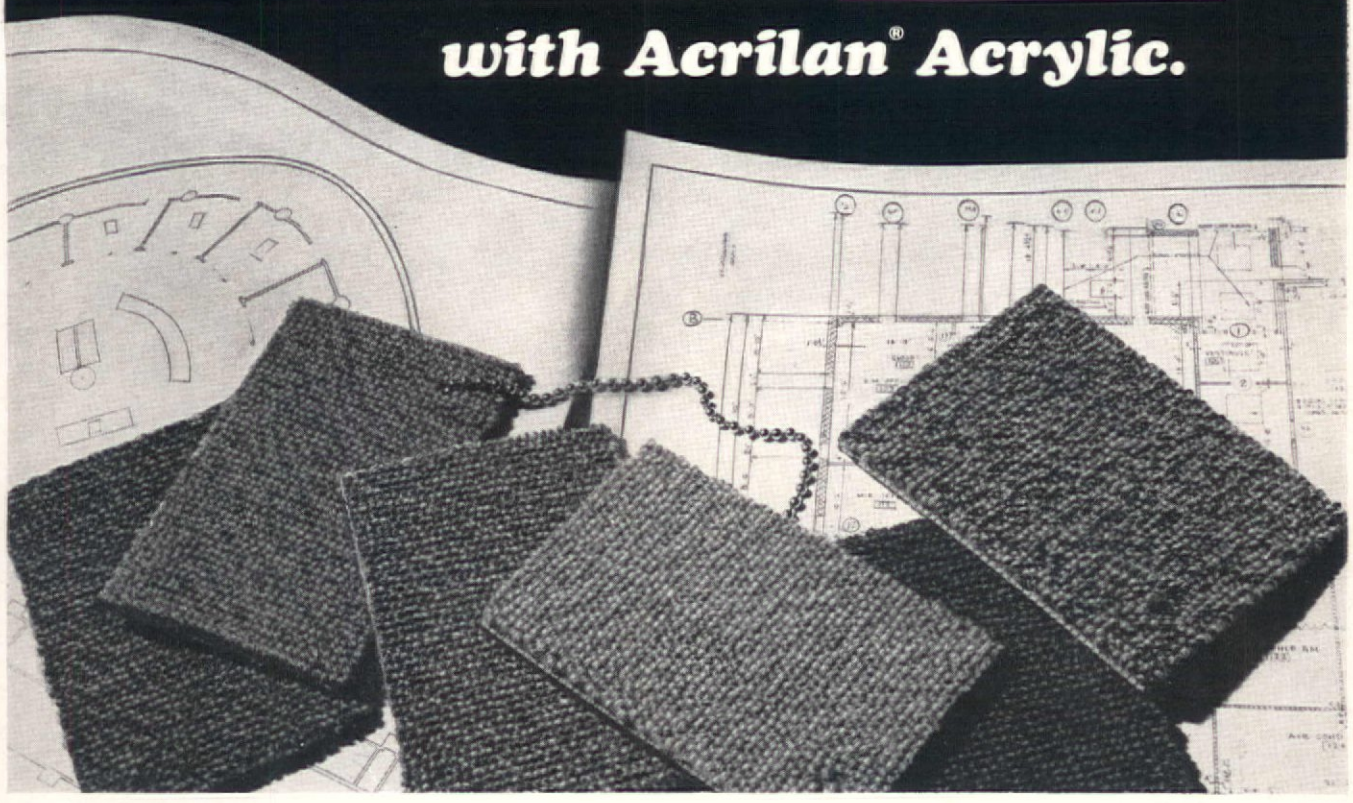
VINYL WALL-COVERING
BY THE MAKERS OF WALL-TEX

COLUMBUS COATED FABRICS DIVISION OF BORDEN CHEMICAL

Circle No. 32 on product card facing P. 124

A carpet to fit your plans? Philadelphia has the right one.

It could be Greenbriar with Acrilan® Acrylic.



GREENBRIAR is only one of many Philadelphia in-stock contract grades—all engineered to meet specific performance, design and budget requirements—and to meet them superlatively well.

GREENBRIAR provides a firm, resilient surface underfoot —with a decorative personality all its own interpreted in eight multi-color moresque effects. The Acrilan® acrylic pile promises, and *delivers*, long life with full texture retention. Dirt and soil are locked out by the tight pile, making maintenance a breeze and spot removal a snap. The woven-through-to-the-back loomed construction locks every loop solidly in place. And it is non-allergenic. Give GREENBRIAR the most demanding jobs—you *know* it will make good.

ACRILAN® acrylic fiber by Monsanto

Send for free swatch and information

PHILADELPHIA Carpet Company, *Contract Division*
P.O. Box 2225, Philadelphia, Pa. 19103

Please send "Greenbriar" Acrilan® swatch, and information to:

NAME_____

ORGANIZATION_____

TITLE_____

ADDRESS_____

CITY, STATE, ZIP_____

In contract carpets, the choice is PHILADELPHIA Carpet Company

General Offices: Cartersville, Ga. 30120 • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas. Crawford & Thompson in Atlanta, High Point, No. St. Petersburg

Circle No. 33 on product card facing P. 124

Circle No. 34 on product card facing P. 124 →



LIGHT

Lighting devices that are totally original . . . classic Bubble Lamps . . . all bear the unmistakable imprint of architect-designer George Nelson. A variety of shapes and sizes, all cast a soft even light. A choice of accessories turn the basic Bubble into adjustable ceiling fixtures, wall pin-ups, floor and table lamps. Now offered as a ceiling hung fixture with hangers and extra length cord for baseboard attachment. Write for our catalog. **Howard Miller Clock Company, Zeeland, Mich. 49464**



ANOTHER L. E. CARPENTER ORIGINAL

VICRTEX DESIGN

very, very ancient inspiration for a very new vicrtex pattern

stonehenge

VICRTEX® V.E.F.* Vinyl Wallcoverings

© L. E. Carpenter & Co.

ectronically fused

Our designers capture its timeless essence —the magnificent grandeur of ancient stonework. In 15 colors. Great background for great interiors. Samples? Of course! Ask your Vicrtex man.

on product card facing P. 124

All Vicrtex Fabrics U/L Rated

L. E. CARPENTER & COMPANY

EMPIRE STATE BUILDING, NEW YORK 1, N.Y. LONGACRE 4-0080 • MILL: WHARTON, N.J.

In Canada: Shawinigan Chemicals Limited, Ste. Therese de Blainville, Que. and Weston, Ont.

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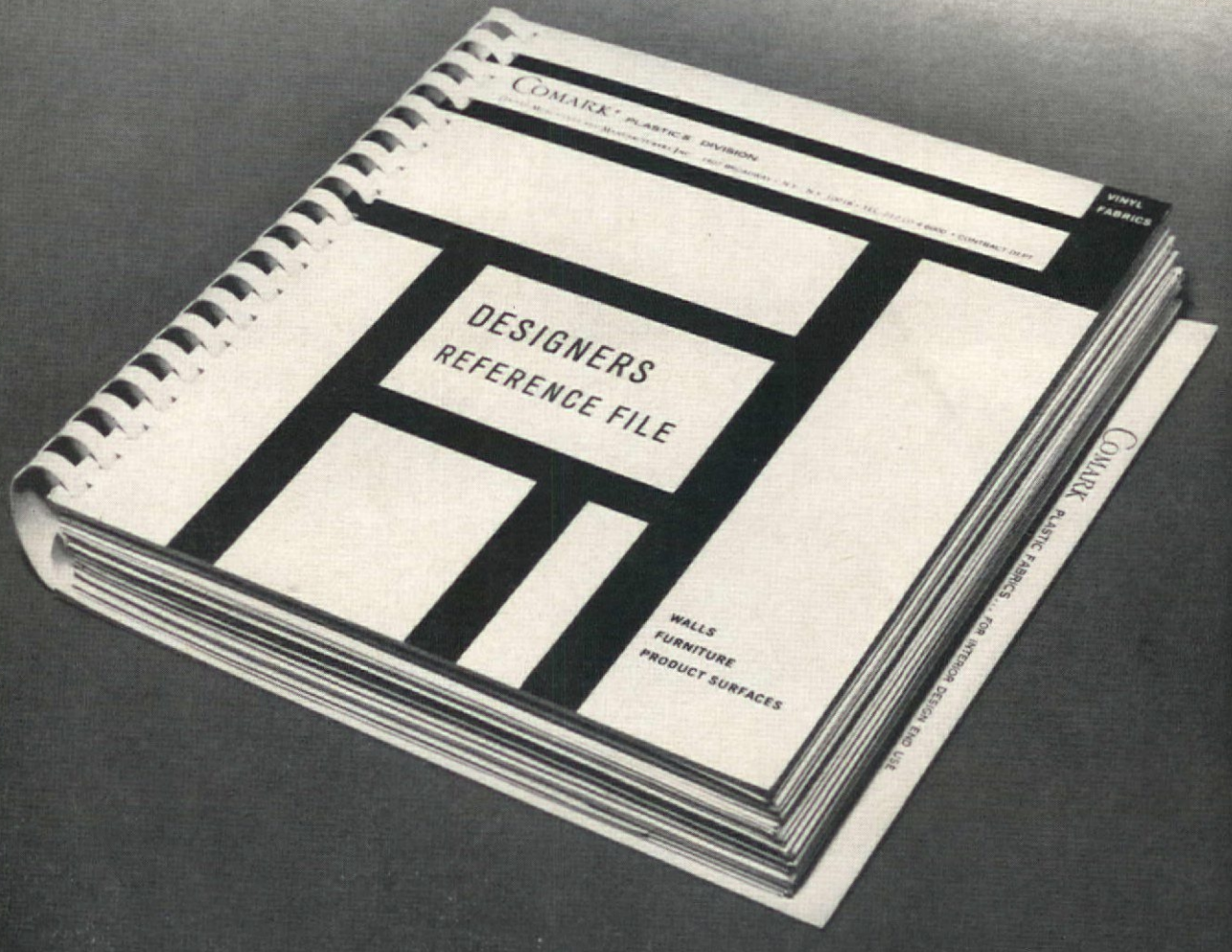
This is the SECOND EDITION of our Designers Reference File—the First Edition having become a collector's item, and in some instances a myth.

We are offering this new SECOND EDITION, complete with new patterns and colors added to the line, to the imaginative interior designer who's interested in tomorrow's fabrics today . . . who likes to achieve an ambiance of elegance, with a special genius for practicality.

Within it, you'll see a very special line of coverings for WALLS, for FURNITURE, for PRODUCT SURFACES. They're our Comark Vinyl Fabrics. More specifically, they include the following: NYMARRA, plain and patterned . . . COMARK PATENT, in solids and prints (quality 280 and 280A) . . . COMARK CORK . . . COMARK ROSEWOOD, TRAVERTINE, TAMPICO, and METALSMITH.

The COMARK DESIGNERS REFERENCE FILE has many ingredients that can contribute to your total interior design expression. Comark Plastics are available nationally.

Please write on your professional designer's letterhead, to the address below.



COMARK PLASTICS DIVISION, United Merchants and Manufacturers, Inc., Contract Dept. 682, 1407 Broadway, N.Y., N.Y. 10018

Circle No. 35 on product card facing P. 124

← Circle No. 115 on product card

Circle No. 36 on product card →

We go beyond desks and chairs.

(Way beyond!)

All the way to style coordinated furniture for a whole organization. If you want it. Handsome, durable, functional furniture. In luxury woods or easy care metal. With decorator finishes and fabrics. Ask your local Royalmetal Dealer for a closer look. Or write Royalmetal Corporation, One Park Avenue, New York, N. Y. 10016.





ROYALMETAL®



In 1963 B.P.* retailer restretching costs exceeded $11,000,000

(*Before Poly-Bac)

A devastating statistic!

Poly-Bac expects to change all that.

How? By its natural resistance to the major cause of restretching—humidity! (It is the affect of humidity upon the backing that can produce wrinkle or buckle.)

Because Poly-Bac is woven of polypropylene, it is impervious to humidity changes. Unlike conventional backing, Poly-Bac is not affected by natural moisture, nor by lingering dampness caused by "on location" shampooing or accidental wetting. Therefore Poly-Bac will not shrink or buckle. The result—more stable carpet!

The next time you talk with potential customers, tell them about Poly-Bac's stability. And while you're at it, you might tell them about Poly-Bac's shampooing advantages. Since Poly-Bac has no oils or lignins (as found in conventional backing) there is no danger of oils bleeding through to stain the surface (browning). And Poly-Bac will not soak up water, so thorough rinsing (that expels all the dirt) and faster drying is possible.

Just a few more reasons why Poly-Bac is called the revolutionary tufting back. Why don't you put the revolution to work for you—in your store?

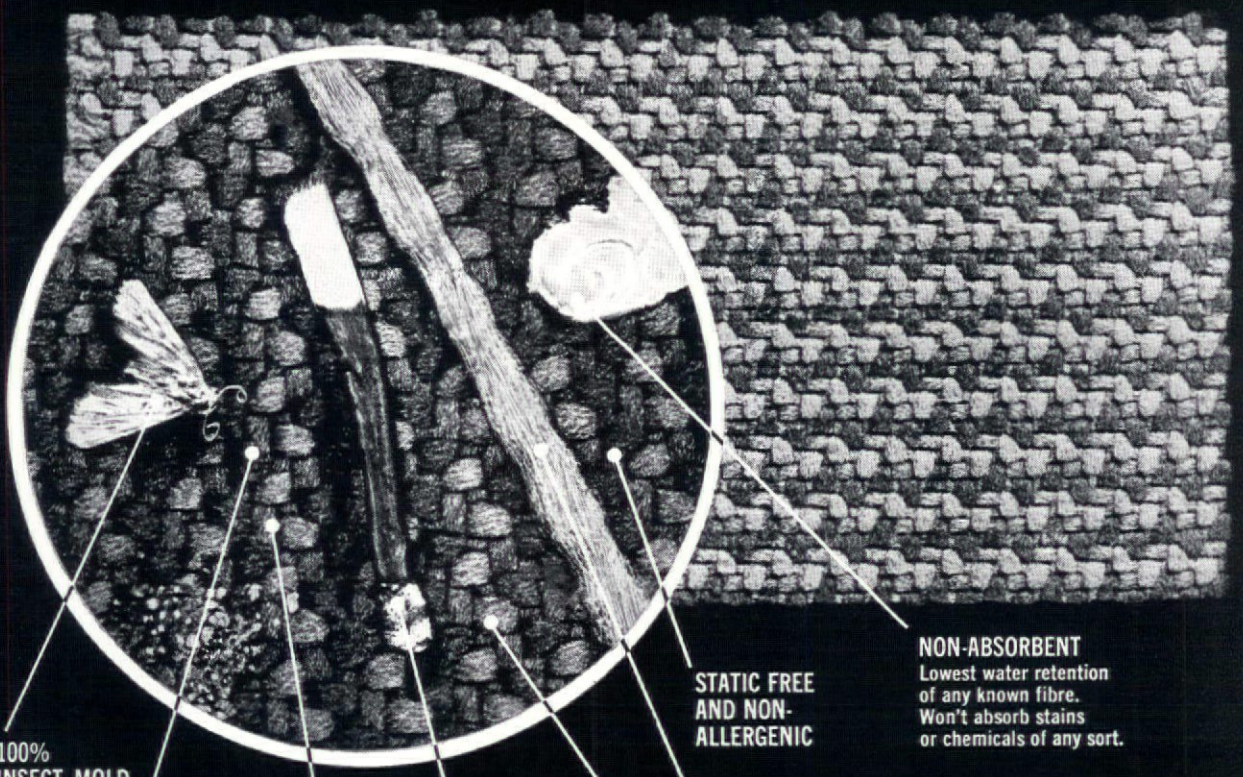
Poly Bac™

Patchogue Plymouth

295 Fifth Ave., New York 16, New York

Circle No. 37 on product card facing P. 124

Introducing KRAVLON™
...it fulfills the promises other fabrics couldn't keep!



100% INSECT, MOLD & MILDEW RESISTANT

EXCELLENT ABRASION RESISTANCE
15,000 cycles in wear testing machine caused no wear whatsoever.

HIGH RESILIENCY.
Quickly springs back to original dimensions after stretching or pulling.

FLAMEPROOF
Will not support combustion.

STATIC FREE AND NON-ALLERGENIC

NON-ABSORBENT
Lowest water retention of any known fibre. Won't absorb stains or chemicals of any sort.

NO SHEDDING, FUZZING OR PILLING
Kravlon is woven of continuous filament strands. No loose fibre ends. Each fibre runs the entire length of the strand.

COLOR FAST. Min. 100 hrs. fade-o-meter. 2 years in Fla. sunshine caused no change. Impervious to all commercial bleaches, stain removers, ammonia, acids, etc.

KRAVLON our exclusive new fabric, woven of Hercules Polypropylene, is the next revolution in manmade fibre. Want proof? See KRAVLON for yourself. Our coupon or a note on your professional letterhead brings a complete color range of a new upholstery fabric grouping woven of KRAVLON.

You'll be hearing more about KRAVLON

KRAVET FABRICS, INC.

110 Crossway Park Drive, Woodbury, New York 11797
Telephone 516 WA 1-8411

TM KRAVLON is the trademark for Kravet Fabrics, Inc.'s fabrics woven of Hercules polypropylene.

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KRAVET FABRICS, INC.
110 Crossway Park Drive
Woodbury, N.Y. 11797

GENTLEMEN:
Please send complete information and samples of new KRAVLON.

Name_____

Company_____

Address_____

City_____ State_____ Zip_____

Circle No. 38 on product card facing P. 124

The astonishing new

Electrac

by Kirsch

brings the electronic age to traverse drapery fixtures



The object you see in the back of the traverse rod is a power capsule. It has no moving parts. At the touch of a switch, magnetic power moves it silently along the rod, to open or close the draperies. The control switch can be located in any convenient place.



This is the actual size of the revolutionary Elect capsule. It requires no cords or pulleys; has no wh or other moving parts to go wrong. It needs maintenance of any kind!

There's nothing in the world like Electrac®

Amazingly simple and convenient, decorative and adaptable to any window situation.

Electrac, Kirsch's new powered traverse rod, is the world's first practical consumer-market application of the linear motor principle, which scientists have been trying to perfect for years. The power capsule and the power rails in the rod, together, form the motor. Everything is self-contained. No special motor installation is required. There are no moving parts — other than the power capsule gliding along the rod. No cords to tangle or break. Electrac uses ordinary 110v. household current — can be plugged into any convenient socket. It is completely safe, is *guaranteed for 5 years* and costs far less than previous electric powered traverse systems.



1. Satin Bronze Atavio rod with Britannia finial
2. Satin Black Atavio rod with Monterrey finial
3. Satin Black Atavio rod with Granada finial
4. Wall or ceiling track in natural aluminum
5. Simulated wood-grain inserts, to match paneling

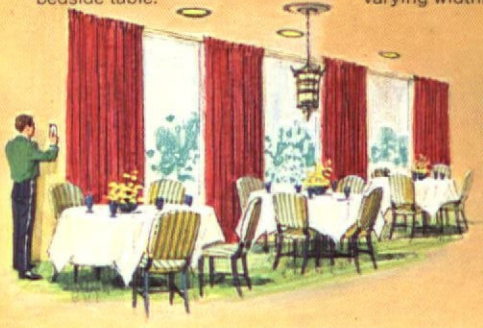
Electrac by Kirsch combines convenience and utility with beauty and economy—wherever there are windows.



Electrac switch can be located in *any* convenient place, such as a bedside table.



Electrac is adaptable to any combination of windows — including varying widths.



Electrac is suited to any length of traverse, from narrow to building-wide window treatments. Permits never-before-possible control of complex drapery systems.

Electrac can be quietly unobtrusive or add a harmonious accent to the style of the room.

Electrac is versatile, too. For contemporary treatments, aluminum track or aluminum, with simulated wood-grain inserts are available. And you have a choice of bronze or black Atavio style rods and rings, with any of three finials, for traditional interiors. Rods may be ceiling or wall mounted, with plain or decorative clips. Brackets and supports are concealed from the front and can be mounted anywhere along the rod.

Kirsch
DRAPERY HARDWARE

For windows people care about

Electrac will amaze you — delightfully. Costs so little more for so much convenience. Use the coupon below to bring you all the facts about this great new drapery convenience.

Kirsch Company
Dept. T-967, Sturgis, Michigan 49091

Please rush full information about your astonishing new *Electrac* traverse rods.

Name_____

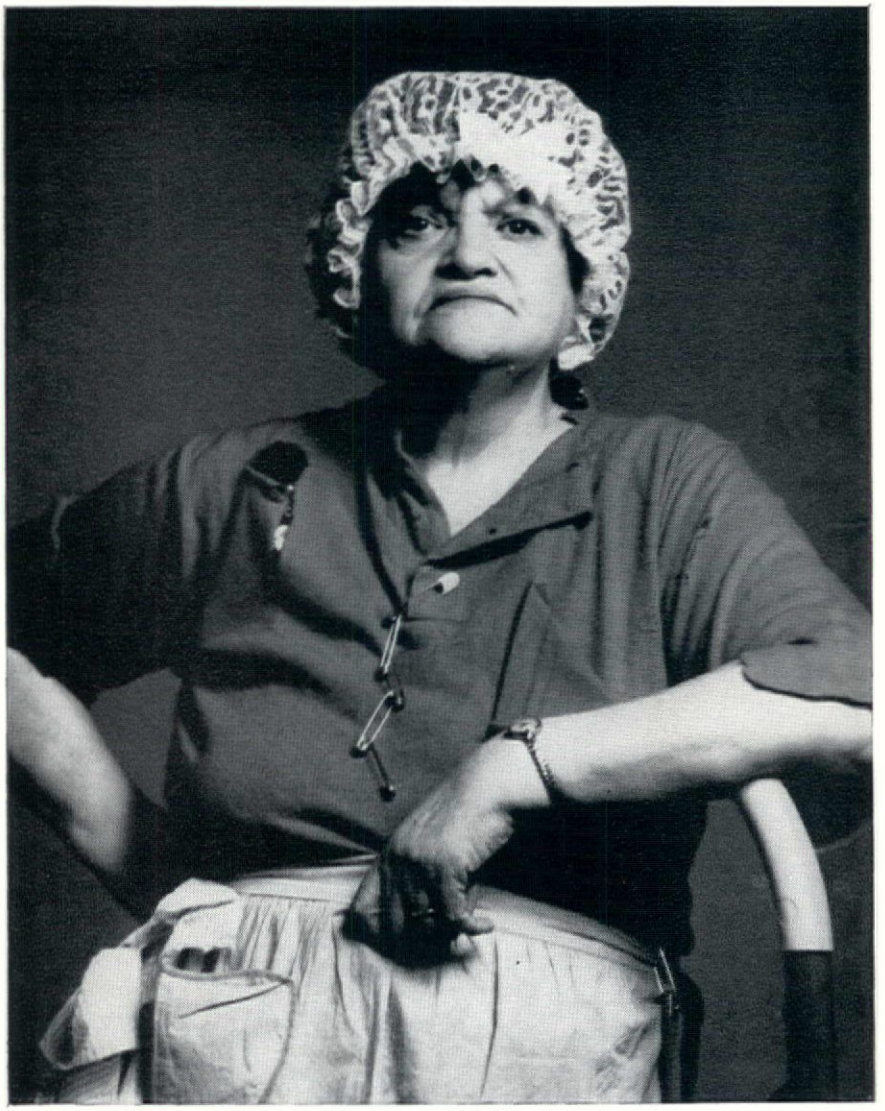
Street_____

City_____

State_____ Zip*_____

**Mailing regulations require zip code*

You can carpet offices so Emma Green won't clean up on your cleaning bills.



Since when? Since Herculon®.

You remember Emma. She comes in after 5 to tidy up. One of her jobs is cleaning the carpet.

The trouble is, many carpets are hard to clean and cleaning ladies wind up spending too much time on them. So either it'll cost you more in cleaning bills. Or you'll have soiled carpet.

Which is precisely why you should use commercial carpet of HERCULON* olefin fiber.

HERCULON is chemically inert and moisture resistant. Stains and soil stay right on top. And because it's the easiest of all fibers to clean, you'll slash professional cleaning bills to almost nothing.

Besides that, HERCULON is stronger than the whole office staff. And then some. It matches nylon and outperforms acrylics and wool in abrasion resistance.

You can save as much as $3 a square yard below similar type carpets. You can choose from a whole list of colors and patterns, too. From the best carpet mills.

Carpet of HERCULON actually is the strong, silent type. And because it'll help Mrs. Green save time cleaning, you'll have clean carpets and lower cleaning bills. Won't that be nice?

For more information, simply write, call or visit Fibers & Film Dept., Hercules Incorporated, 380 Madison Avenue, N.Y.10017.OX7-0010.

*Hercules registered trademark. FT 67-16

HERCULES

Circle No. 40 on product card facing P. 124

← Circle No. 39 on product card facing P. 124



ADJUSTABLES





DETACHABLES

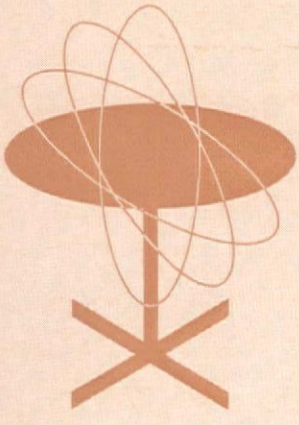
This is CHF

Versatility of design, cast in solid bronze, aluminum or iron . . . tailored to an overall theme. Simple beauty providing a maintenance free table of distinction.

This is CHF . . . *built with "student-proof" durability . . . a flair for elegance. Complete line, showrooms all principal cities . . . or write for custom design ideas. Dept.* **24.**

Chicago Hardware Foundry Co.
North Chicago, Illinois 60064

CHF



FLIP TOPS



Circle No. 41 on product card facing P. 124

Gentlemen: Be seated, the conference is about to begin.



**Conference chairs.
Designed to comfort
executives at their best.
Swivel chairs. Arm chairs.
Walnut, teak, rosewood.
Leather, vinyls, fabrics.
Beautiful. Yes.
O. K. Let's begin.**

Showrooms: New York, Chicago, San Francisco, Los Angeles, Seattle, Dallas, Atlanta, Miami, Sweden, Germany, Denmark, Republic of The Congo

DUX Incorporated, 5000 City Line Road, Newport News, Virginia 23607

DUX



let DAWBAC® lend a hand—for easier, more effective carpet installation

GRACE FIBERS
DAWBARN DIVISION

DAWBAC® is the ultra-stable polypropylene backing that is engineered to behave better for the installer.

It is designed to improve the appearance of tufted carpet . . . to eliminate many installation problems.

DAWBAC® does not shrink or stretch, so restretching is eliminated! It does not absorb moisture . . . will not mildew or stain . . . and it is odorless.

It is always on best behavior . . . for the manufacturer, the retailer, the installer, and the consumer.

FREE INSTALLATION BROCHURE
Write Department C, Dawbarn Division, W. R. Grace & Co., Waynesboro, Virginia

Circle No. 43 on product card facing P. 188

Circle No. 42 on product card facing P. 124



Personality...

choose from Cramer's complete line of office furnishings—compatible with any client personality.

CRAMER

CRAMER INDUSTRIES INC. • KANSAS CITY, KANSAS
A Subsidiary of U S M Oil Co.

Cramer—The leader in style and quality.



ELOQUENTLY EXPRESSED IN LAMINATED PLASTIC

Three leather patterns from WILSON ART® are authentic reproductions of the most popular leathers in use today. The full richness of grain and depth of natural color provide the decorator with the reality of leather and the efficiency of laminated plastic.

Add a new richness and harmony to office and commercial decor with the enduring beauty of leathers from WILSON ART. Write for actual samples of brown leather (2931A), tan leather (2930) and handsome white leather (2970).

Look to WILSON ART for the design innovations in plastic laminates, Laminates that meet the highest industry standards; laminates that can be machined to precision tolerances and tight radii.

WILSON ART . . . famous for the FASTEST DELIVERY schedules in the laminate industry.

SALES OFFICES AND WAREHOUSES
FOR QUICK SERVICE ANYWHERE

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224 Rio Circle, Decatur, Ga.
Area Code 404 373-2223

Chicago
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Area Code 312 437-1500
(Chicago Exchange Area Code 312 625-7590)

Los Angeles
13111 E. Los Nietos Blvd.
Santa Fe Springs, Calif.
Area Code 213 698-2504

Miami
311 W. 21st St., Hialeah, Fla.
Area Code 305 888-9702

New York
167 Western Highway
West Nyack, N.Y., 10994
Area Code 914 358-2993

San Francisco
1370 Egbert St.
San Francisco, Calif.
Area Code 415 648-3397

Wilson Art®

RALPH WILSON PLASTICS COMPANY . . . TEMPLE, TEXAS.

Circle No. 45 on product card facing P. 124

cle No. 44 on product card facing P. 124



WALLWEAVE a universally decorative wallcovering, constructed to offer the most wear and functional versatility; suited for home or contract work.

THE NEW "DESIGNS OF TODAY COLLECTION" Vol. IX by THIBAUT a complete range of exceptionally beautiful murals and wallpapers, many with matching fabrics, for the contemporary and traditional markets.

TIARA foils in vinyl colors simulating natural marble and stone . . . practically impregnable.

GRANADA unusual hand made vinyl foils and nylon flocks. You will find just the design for your most discriminating clientele.

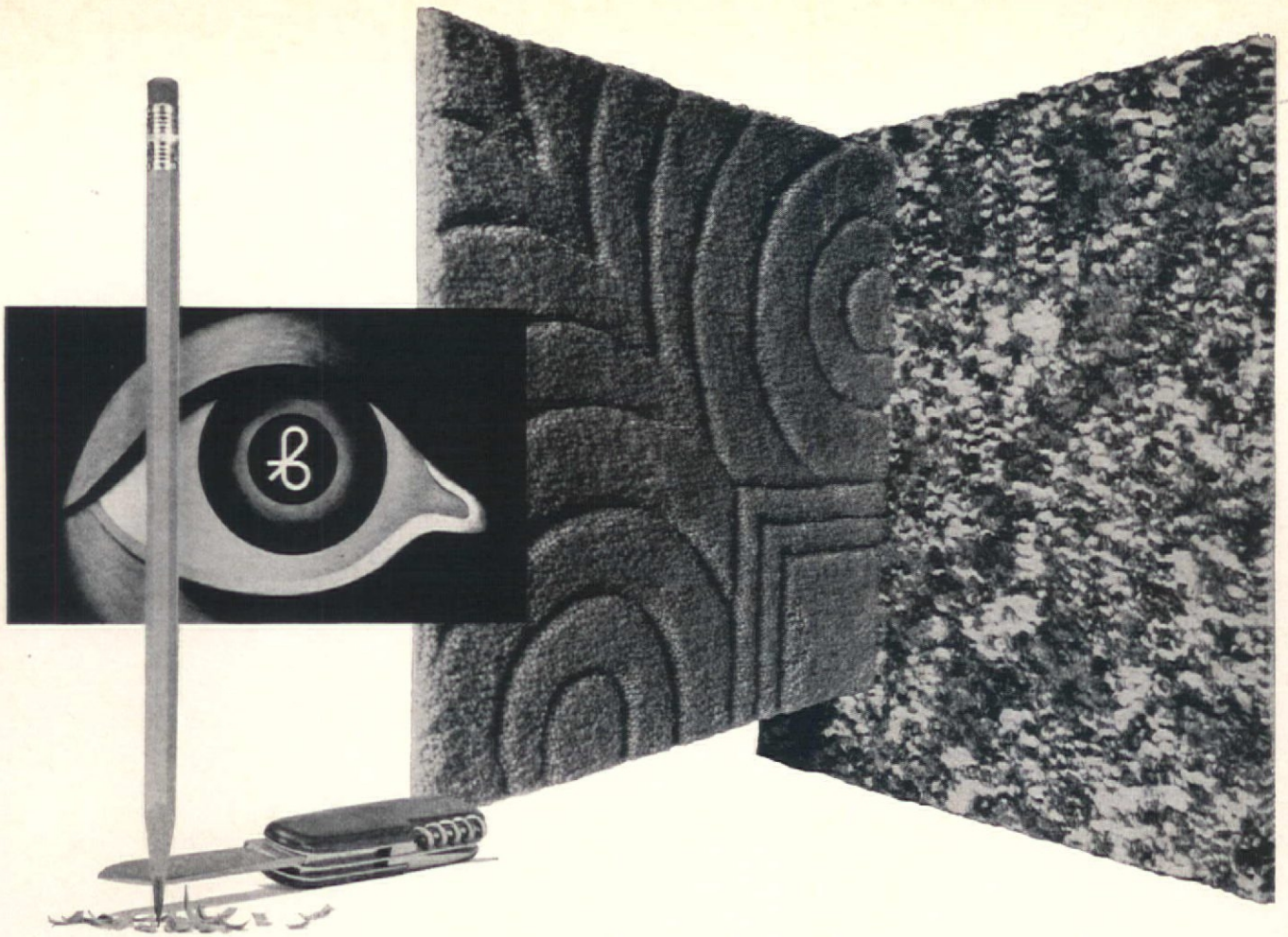
IMPORTED WALLCOVERINGS—corks, grasscloth, and burlap.

MURALS by THIBAUT and PIEDMONT in a wide variety of contemporary, traditional or oriental styles suitable for any decorative application.

PRINTS CHARMING handprints on vinyl with companion fabrics.

RICHARD E. THIBAUT INC., (SHOWROOMS) 204-206 E. 58th ST., NEW YORK 10022 • YU 9-9800

Circle No. 46 on product card facing P. 124



you see so much more in carpeting when you call in Berven of California

The sharp pencil of a tight budget need not cross out the aesthetic contribution of Custom Carpeting. Question is: How tight is "tight"? For example, Berven Of California will custom-dye and custom-weave a wide selection of its custom qualities at a cost comparable to that of other's medium-priced stock broadloom. These are but the beginning of intriguing custom effects designed to give your project a rewarding touch of individuality. Should you decide, however, that the budget calls for stock broadloom, aesthetics still need not be overlooked. Turn to Berven Tufted Broadloom. Discover the fresh textural styling and sure use of color that spring from our Custom Carpet heritage. The pricing is most refreshing, too. May we call or send samples?

THE BERVEN OF CALIFORNIA RANGE

Manufacturers of: *Tufted Broadloom; Custom Tufted Rugs and Carpet; Stock Design and Custom Designed Handmade Rugs and Carpet; Hand-loomed Reversible Chenille; Custom-braided Rugs; Hand-loomed Reversible Broadloom.*

Distributors of: **Roxbury Broadloom (Axminster, Velvet, Knitted, Tufted); *Loma Loom Rubber-backed Carpet; *Ozite Outdoor-Indoor Carpet, Carpet Tile, Rubber and Felted Lining.* *WESTERN STATES

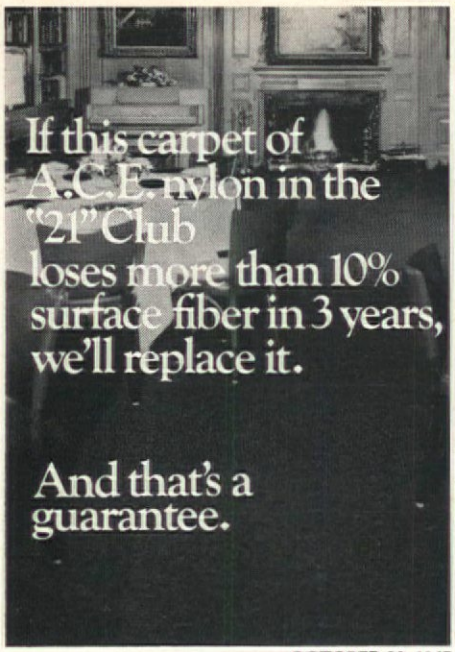
BERVEN OF CALIFORNIA

General and Administrative Offices: 2600 Ventura Avenue, Fresno, California 93717 • (209) 268-0771 • Sales Offices and Showrooms: Chicago • New York • Miami • Minneapolis • Dallas • Houston • Denver • Phoenix • Seattle • Spokane • Portland • Sacramento • Fresno • Los Angeles • National City • San Francisco • Honolulu

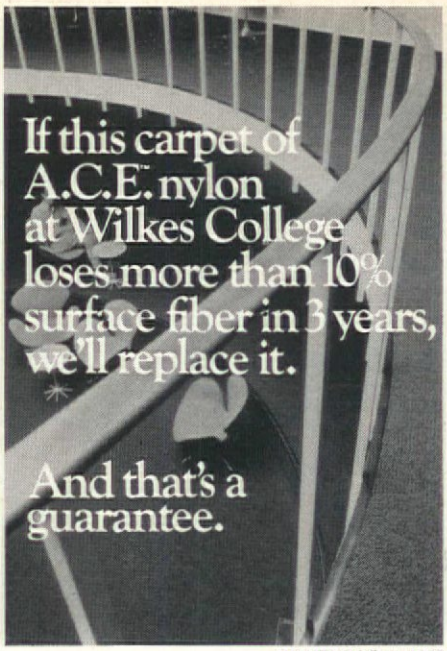


E3

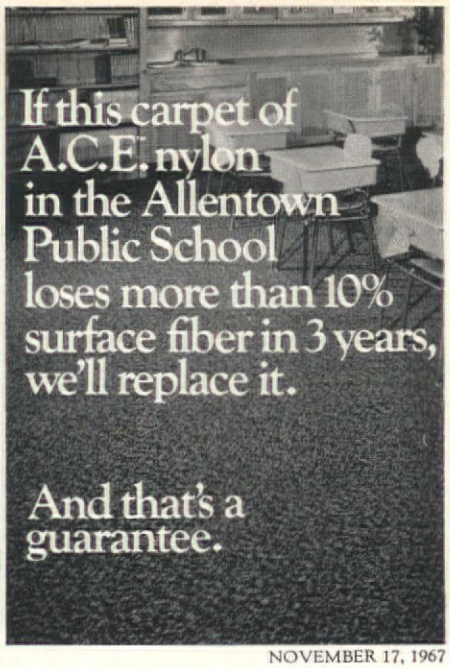
Circle No. 47 on product card facing P. 124



OCTOBER 20, 1967

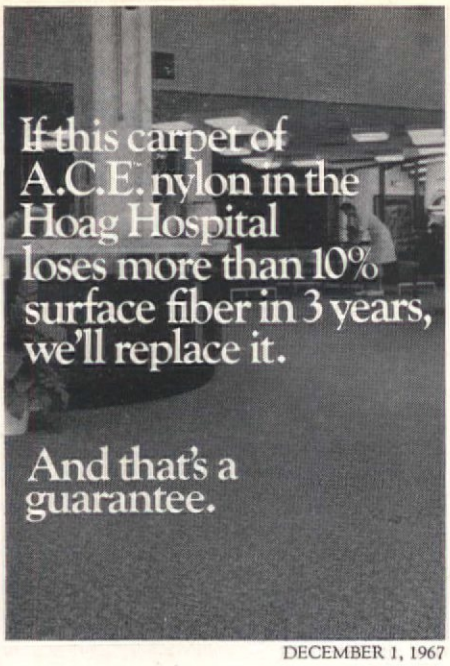


NOVEMBER 3, 1967

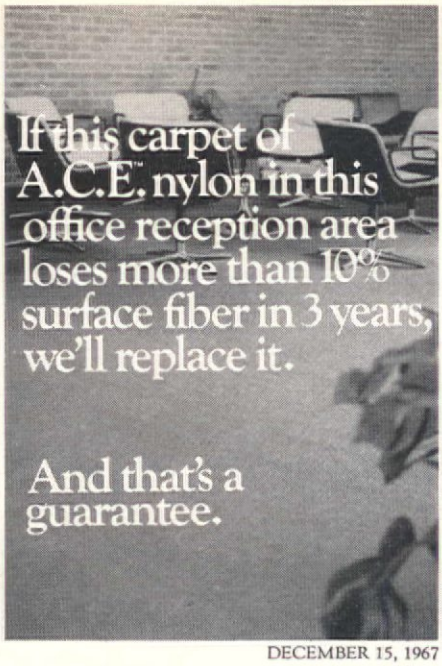


NOVEMBER 17, 1967

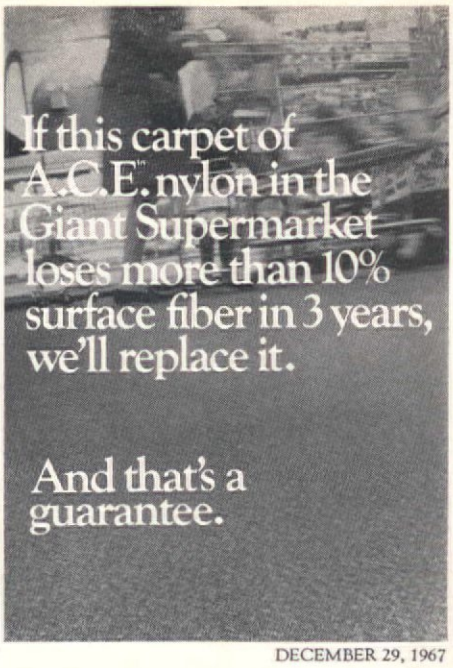
This is all the Time we've taken.



DECEMBER 1, 1967



DECEMBER 15, 1967



DECEMBER 29, 1967

TIME

You're looking at just 6 of the 12 full-color ads that will tell the right people the right thing: Allied Chemical is the only fiber producer to give a 3-year guarantee... any carpet of A.C.E.™ nylon is guaranteed against as little as 10% pile surface loss. This guarantee covers any commercial installation (all 12 ads will illustrate actual in-operation application like restaurants, schools, clubs, supermarkets—every, and all, high-traffic areas). We intend to hit the people (your client) who should know about our A.C.E. 3-year guarantee program. There is no other program like this anywhere.

And we're taking the time to tell you beforehand because we anticipate action from our program. It's that unique; it's that important.

We think you'll want to take the time to send for more information about ALLIED CHEMICAL A.C.E. PROGRAM. It'll be that important to you.

"This Carpet is guaranteed by Fibers Division, Allied Chemical Corporation, against excessive surface wear for three years when properly installed and maintained. The guarantee will cover surface wear to the extent of loss of more than 10% (per square yard) of pile fiber. If the carpet fails to perform as guaranteed, it will be replaced at our expense upon request of the customer. The guarantee does not cover tears, burns, pulls, cuts or damage due to improper cleaning agents or methods." T.M. A.C.C.

A.C.E. ALLIED CHEMICAL ENGINEERED NYLON

To find out more about A.C.E., the specially engineered nylon for commercial carpets, send this coupon to Allied Chemical Corporation, Dept. A.C.E., No. 1 Times Square, N.Y., N.Y. 10036.

Allied Chemical

Name_____

Firm_____

Address_____

Occupation_____

Type of Installation_____

Circle No. 48 on product card facing P. 124



The reason we're introducing The Lobby Carpets.

Every foot that comes into an office has to go through the lobby. That's why we call our new carpets The Lobby Carpets. They can take even the busiest lobby and show less soil, less dirt, less wear than you'd believe possible. So they're not just for lobbies, but for offices, corridors, public rooms—anywhere a carpet has to take real punishment.

The reason The Lobby Carpets can take it is that they're all made with a pile of 100% Antron® nylon by DuPont. Antron is a kind of super-nylon. It's as tough as regular nylon. But far more soil resistant. Which means it shows far less dirt than any carpet fiber around. And since it doesn't get dirty as fast, it needs cleaning less often. Which makes it more economical.

And because we really believe in The Lobby Carpets, we've introduced a whole line of them. Different pile heights. Different designs. Different colors. But they all have one thing in common. They're all priced right.

The Lobby Carpets by Lees—for places where anything else would be a dirty shame.

Any questions? A Lees contract carpet specialist will be glad to help. Just write Lees Carpets, Section 10G, Bridgeport, Pa. 19405.

LEES CARPETS

©1967 LEES CARPETS, BRIDGEPORT, PA., A DIVISION OF BURLINGTON INDUSTRIES.

GLASS textured like FABRIC?

Yes—when it's BURLAP by Mississippi. This striking pattern combining the dramatic texture of fabric with the gleam of glass brings an entirely new light filtering beauty into your plans for settings of lasting freshness—different . . . unusual . . . exciting.

Plan now to capitalize on the many exclusive advantages of Mississippi patterns—the translucent light diffusing glass that adds imagination, utility and variety unmatched by any other glazing medium.

See your nearby Mississippi glass distributor.

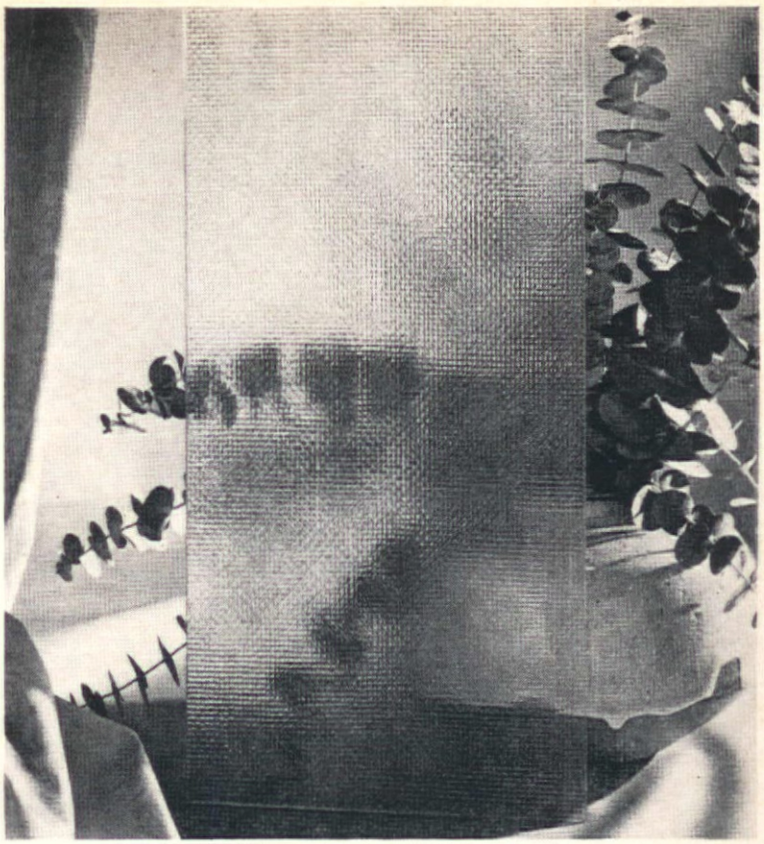
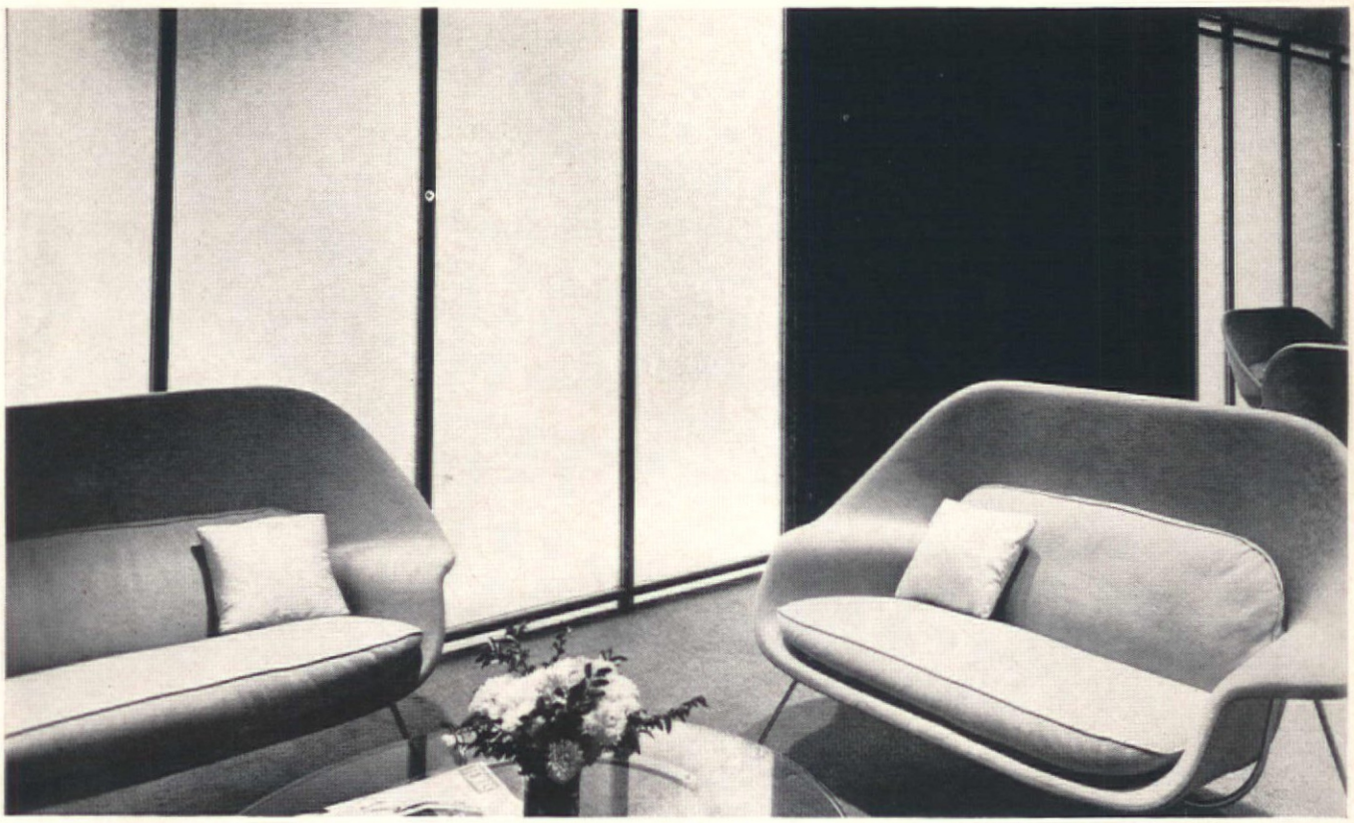


Photo by Wesley Balz Courtesy of House Beautiful Magazine



BURLAP patterned glass in reception room, Pan American Building, New York City. *Architect:* Space Design Group, Inc.

MISSISSIPPI GLASS COMPANY

88 Angelica Street • St. Louis, Missouri 63147

NEW YORK • CHICAGO • FULLERTON, CALIF.

LARGEST DOMESTIC MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Circle No. 50 on product card facing P. 124

← Circle No. 49 on product card facing P. 124

Circle No. 51 on product card facing P. 124 →

A SELF-SERVICE RESTAURANT DOESN'T HAVE TO LOOK LIKE A CAFETERIA.



IN THIS ONE, EVEN THE WINDOWS ARE APPETIZING.



TO KEEP THE WINDOW TREATMENT TASTEFUL IN THIS LARGE, SELF-SERVICE RESTAURANT, LEVOLOR PUT VENETIAN BLINDS ON A DIET.

FAT SLATS WERE SLIMMED DOWN TO A ONE-INCH WIDTH. THEY STAY "PUT", WITHOUT SLIPPING, THANKS TO OUR UNIQUE WORM AND GEAR OPERATED TILTER. TAPES WERE NEATLY TRIMMED TO NEARLY INVISIBLE BRAIDED LADDERS. TILT CORDS DISAPPEARED ENTIRELY, TO BE REPLACED BY GRACEFUL TRANSPARENT RODS (WE CALL THEM "MAGIC WANDS").

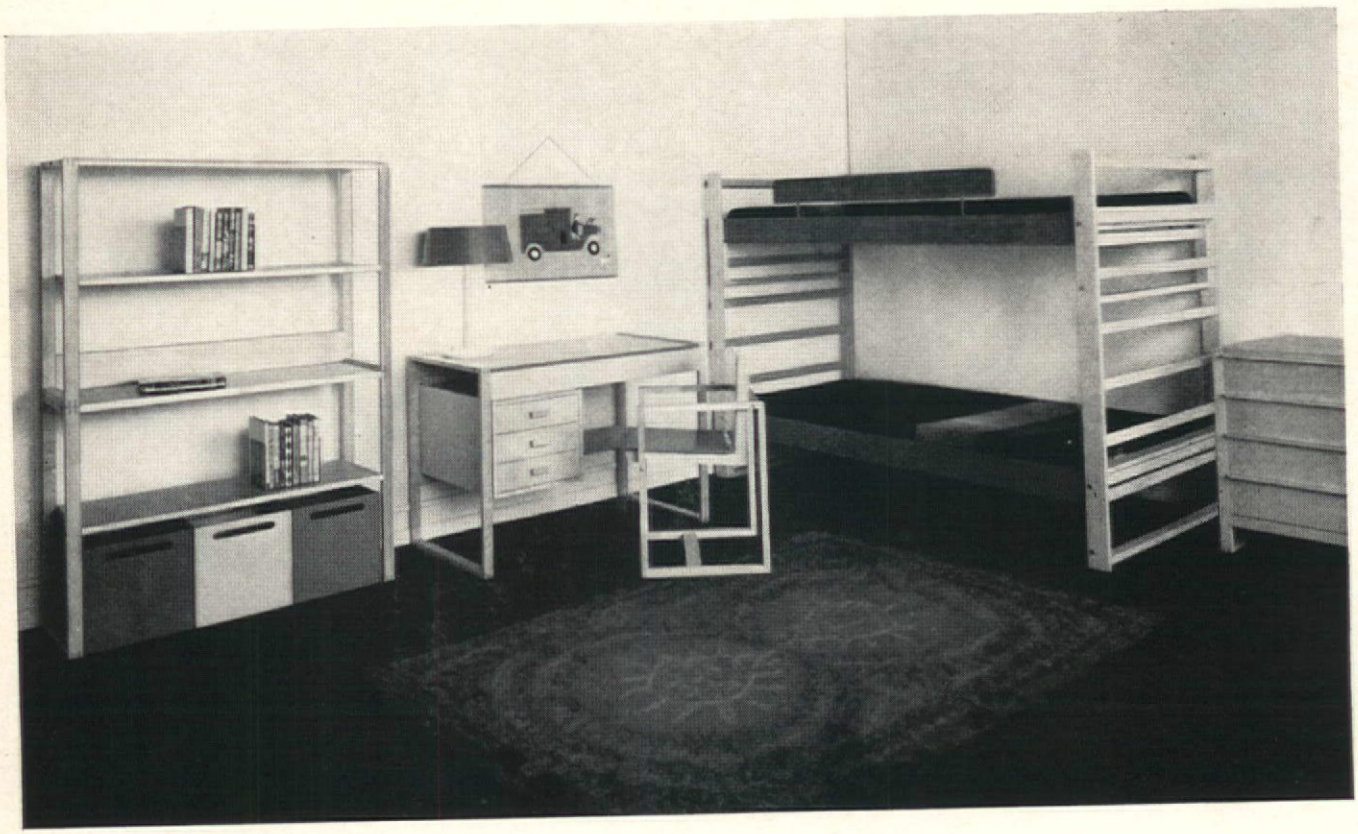
THE RESULT: A WINDOW COVERING THAT CONTROLS LIGHT EFFECTIVELY, YET HARMONIZES UNOBTRUSIVELY WITH ANY DECOR. DELICIOUS.

LEVOLOR RIVIERA
VENETIAN BLINDS

DESIGNER-ARCHITECT BROCK ARMS CHOSE LEVOLOR RIVIERA VENETIAN BLINDS FOR THIS 500-SEAT LONGWORTH'S RESTAURANT, ARLINGTON, VA. FOR MORE INFORMATION, WRITE LEVOLOR LORENTZEN, INC., 720 MONROE ST., HOBOKEN, N.J., 07030

Have you heard?

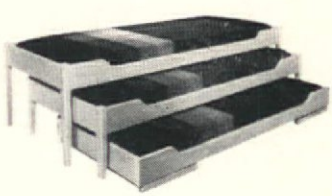
The furniture at the children's workbench can be had.



When you're looking for children's furniture that is fresh and new to fulfill your contract needs, you'll be interested to know that the furniture at The Children's Workbench is available to the trade at last. This is furniture designed for the way children play and function, as well as to satisfy an adult's sense of good taste. The approach is honest, uncluttered, direct. Wood is used as a design element and is handled with care to bring out its natural feel and grain. This furniture is easy to work with, easy to maintain. And it is constructed to take all the wear and tear a child can give it. Whether you're planning a dormitory, a study hall or a playroom, you'll find it is the perfect furniture for the nursery-aged child as well as the teen-ager. Come in and see the complete line, the very best efforts of today's most creative American and Scandinavian designers. Or write on your letterhead for our catalog and price list. We'll be glad to send them to you.





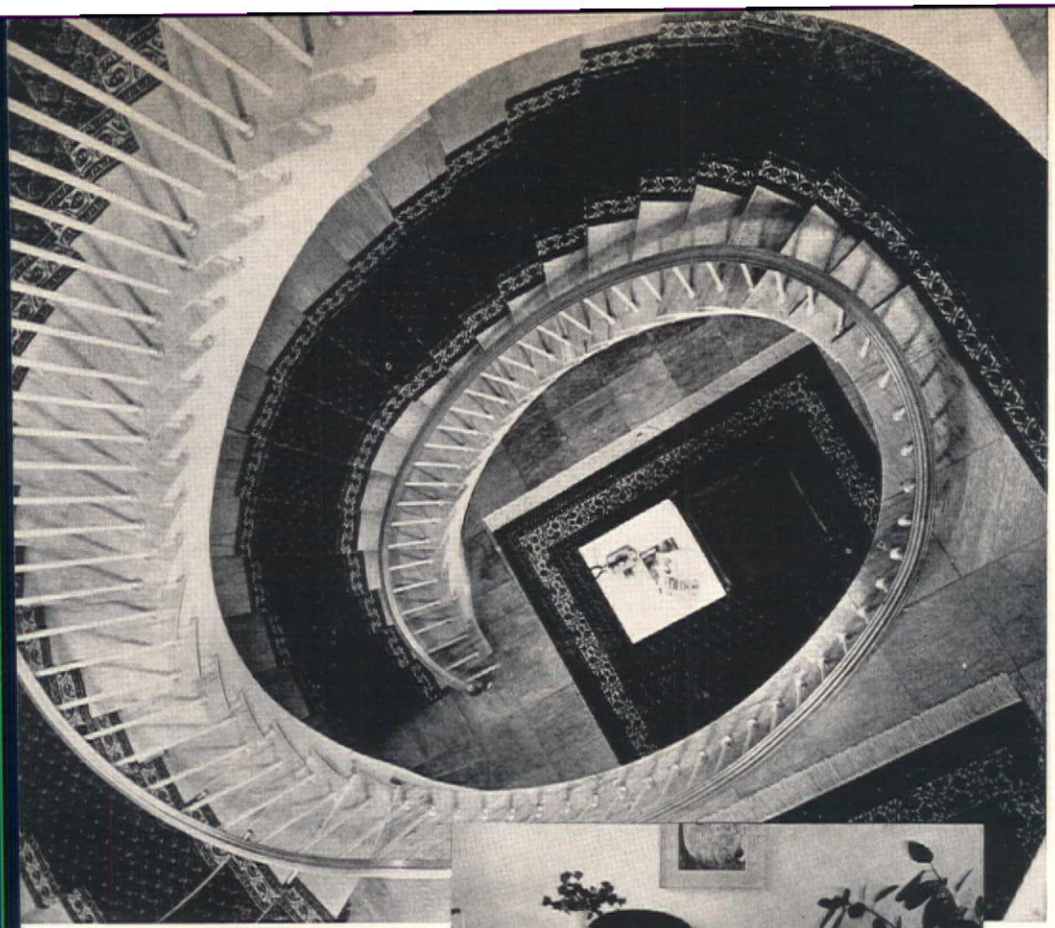




the children's workbench
217 East 51st Street, New York, N.Y. 10022
Telephone Area 212-688-6860

Circle No. 55 on product card facing P. 124

Circle No. 54 on product card facing P. 124



shown above: (runner) **Style No. 5848, Pattern 6522.** A typical oriental design made in backgrounds of either red or creme. Widths: 26", 35" or 46".
(rug) **Style No. 5844, Pattern 22.** A Keshan design made in backgrounds of either red, creme, or dark blue. 12 sizes from 35" x 35" to 9'10" x 16'5".

shown right: **Style No. 5845, Pattern 3001.** A delicate Chinese antique design made in backgrounds of either mulberry, gold, or blue. 7 sizes from 27" x 4'10" to 9'10" x 13'2".

shown below: **Style No. 5848, Pattern 6208.** A Tabris design made in backgrounds of either red, creme, or green. 20 sizes from 27" x 4'3" to 13'2" x 19'8".





Only at

DYLAN

exclusive antique collection of

ORIENTAL CARPET DESIGNS

from Europe

Included in the collection are over 100 styles. Most designs are available in more than one background color. All are carefully and beautifully woven of the finest pure virgin worsted wools in authentic patterns from all over Asia... Bokaras, Afghans, Chinese antiques, Feraghans, Kashmirs, Ispahans, Keshans, Antique Kirmans, prayer patterns, and many more. Some patterns are available in as many as 26 sizes, ranging from 13'2" x 26'4" to 27" x 4'3". A selection of matching runners is also available in widths of 26", 35", and 46". These machine-made carpets are exceptional in every way. THIS IS LUXURY—THE FINEST SEEN IN THIS COUNTRY FOR MANY YEARS.



Style No. 5848, Pattern 6603. A Tabris design made in backgrounds of either red, red antique, tan, gold, green, or dark blue. 8 sizes from 27" x 4'3" to 9'10" x 16'5".



Style No. 5849, Pattern 548. A Bidjar design made in backgrounds of either red, gold, blue, dark blue, or tan. 10 sizes from 23" x 27" to 9'10" x 16'5"

A 200 page catalog of full color mounted lithographs plus sample carpet pieces is available at $15.00.

DYLAN CARPET INC.

Member Decorator Floor Covering Association



Stow/Davis Galleries are for your use. For information, write Stow/Davis Furniture Company, Grand Rapids, Michigan 49502

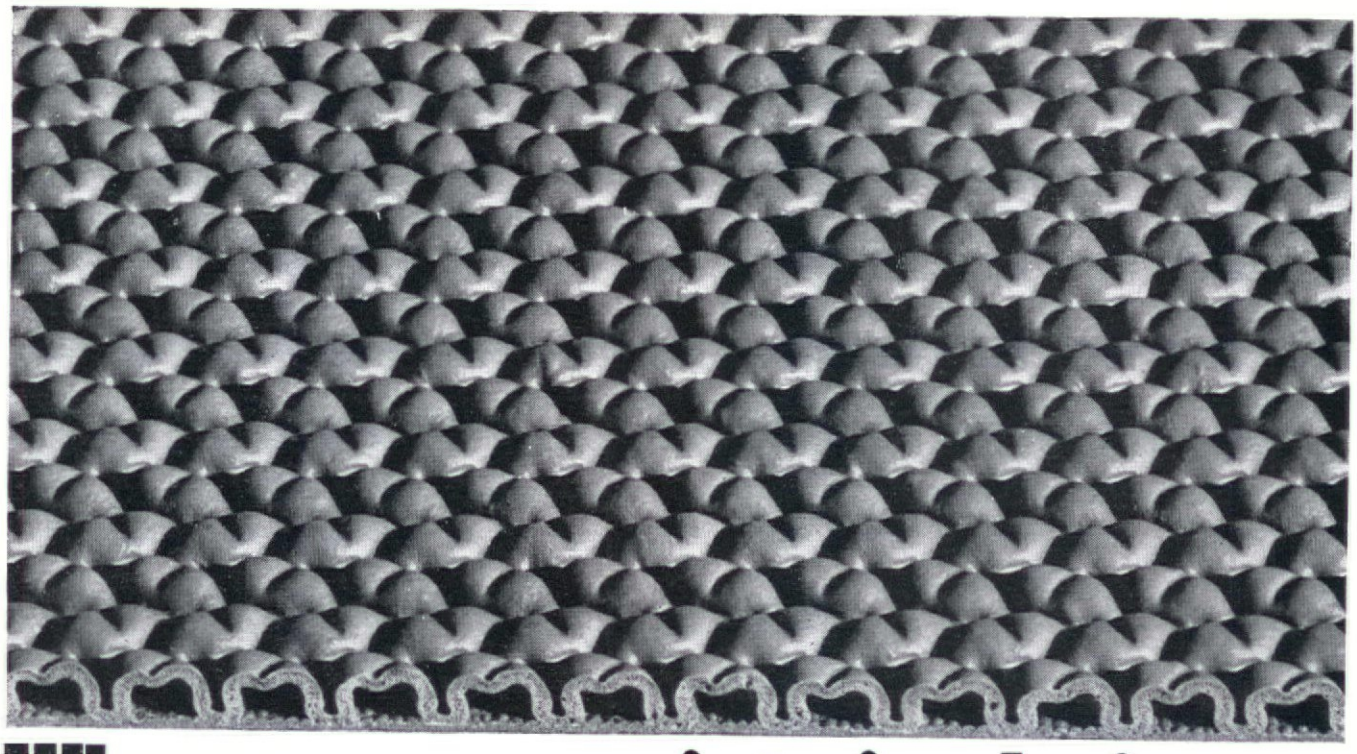
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49 E. 53rd Street
212 688-9410

CHICAGO
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312 321-0436

LOS ANGELES
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616 456-9681



Why are so many interior designers throwing in the sponge?

It's the best thing they can do for a carpet.

So, when they recommend carpet to a client, they go ahead and recommend B.F.Goodrich sponge rubber carpet cushion, too.

Our Plateau II, likely.

It's a flat and ripple cushion combined. Soft, but not mushy. The flat's on the top to support the carpet. The ripple's on the bottom to grip the floor and add the bounce. And, combined, the flat and ripple make the carpet last longer.

We make this cushion out of natural rubber. So it doesn't flatten out, never loses its bounce.

Unlike jute or hair cushion, you never see Plateau II that's mildewed or gone rotten. That's because millions of air cells keep it breathing.

No carpet cushion is this good, you say? To prove our point, we guarantee Plateau II. Without time limit.

Next time you need to soften up a client, throw in the sponge. Our sponge. Plateau II or any other B.F.Goodrich carpet cushion. There's one for every client. One in every price range.

Drop us a line on your company letterhead. We'll see that you get some samples. B.F.Goodrich Consumer Products, Dept. CC-3, Akron, Ohio 44318.

B.F.Goodrich

Circle No. 56 on product card facing P. 124

← Circle No. 53 on product card facing P. 124


Fine Carriages,
Fifth Avenue, cor. 16th St., N. Y.
Pomeroy's Truss
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ENTERPRISE
Third and Dauphin Sts.
PIONEER BUGGY
COLUMBUS O.
Ohio IMPROVED Chesters
CIDER
PRESSES.
Best in Use!
Graters, Elevators, Pumps, &c.
HYDRAULIC PRESS MFG. CO.,
GRIND
$5 HAND MILL
A. N. HASCALL
HAVING REMOVED TO HIS
New Store on Main Street,
IN HASCALL'S BLOCK,
Room recently occupied by the Bank of Goshen,
AND HAVING MADE
LARGE ADDITIONS
TO HIS SPLENDID STOCK OF NEW
Fall & Winter Goods,
Is Now prepared to Offer
GREAT INDUCEMENTS
TO BUYERS!
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A SOLID
STEEL FENCE!
15 Cts. per Foot,
THE NEWEST THING AND THE BEST.
NUBIAN BLACKING
POLISH without Brushing
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S. FISHER, 188, STRAND.
HOW TO MAKE
BEAUTIFUL
ADIPO-MALENE.
J. K. MARSH & CO., Madison Sq., Phila., Pa.
3,000,000 Pairs of
SILVER TIPS
are sold annually, the question is, Where are they worn? On the feet of course.
A MONTH and expenses to good Canvassers. Samples free. Address H. G. DEAN New Bedford Mass.
$475 A MONTH to good canvassers—articles new and as staple as flour Samples free. C. M. LINNGTON, Chicago
THE TRADE WAGON.
A WAGON INTENDED FOR GENERAL PURPOSES.
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Manufacturers of the
IRON TURBINE
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Mechanics, Attention!
New Store! New Goods!
Finest Line of
Tools for all Trades!
HOUSE FURNISHING GOODS,
Paints Oils and Glass.
The Whitaker & Kirk Hardware Co.
210 Summit Street.
ELY'S
CREAM BALM
Cleanses the Nasal Passages,
Allays Pain and Inflammation,
Heals the Sores,
Restores the Senses of Taste and Smell,
TRY THE CURE.
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ELY BROTHERS, 56 Warren St., New York.
SIX
LITTLE TAILORS,
Full Dress Suit to Order,
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OUR SPECIALTY.
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BUILDING PAPER
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A FULL ASSORTMENT OF
STANDARD AND FASHIONABLE
$250 will Buy the Best
SAW MILL
For the Money. Send for Descriptive Circular.
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BENJAMIN EDGINGTON'S
IMPROVED
TENNIS LAWN TENT.
WITHOUT CENTRE POLE.
THE SHAKESPEARE COT.
A NEW CHILD'S FOLDING BED.
For Price-List and Particulars address
BENJAMIN EDGINGTON,
CLEVELAND RIDING ACAMEDY,
Corner Wilson and Curtiss,
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Opens September 1, '88.
ROAD CARTS
BUGGIES and HARNESS.
A BARGAIN
UNION MACHINE CO., Philadelphia, Pa.
THE O. H. GRIMM MFG. C
IF YOU WISH TO BE WELL & KEEP WELL
Bragg's Vegetable Cha
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Sold by Chemists Everywhere.
Sole Maker, J. L. BRAGG, 14, Wigmore-street, W.
ELKHART CARRIAGE & HARNESS MANUFACTU
ONE PRICE, ONLY.
Platform Spring Wagons, $60
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MOROCCO SILK LINED
A CHOICE OF 300
OXFORD ST. W.
SAMUEL BROTHERS,
ANNUAL SUMMER
A USEFUL CHRISTMAS PRE
WOODWARD'S PATENT AUTOMATIC DROP-ACT
THE BEST EVER INVENTED.
A. E. WOODWARD, 2EL Works, Victoria-street.
ESTABLISHED
PARKINS AND GOTTO
COURT STATIONERS
OXFORD ST
LONDON
Samples of Stationery Post Free
BY SPECIAL A
A Perfe
GUARANT
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JAPANESE PAPER WARE.
In great demand. A complete success. Water and Chamber Pails, Slop Jars, Spittoons, Milk Pans, Basins, Fruit Dishes, Trays, &c. Durable and cheap. Trade supplied. JENNINGS BROTHERS, Manufacturers, 807 Pearl St. (Franklin Square), New York City.
RUBBER STAMPS, Steel Letters, the Little Gem, Stencil Dies, &c. U. S. M'f'g Co., 97 W Lombard St., Balto. $10 a day to Agents.
The best magazine for children in the world.—S. S. Times.
THE CHILDREN'S HOUR
Ever known
Chas.

In spite of all the advertising we put into Old Town, it won't become a best-seller. We guarantee it.



Old Town (6000) has a lot going for it, as anyone can plainly see. But it will never be a best-seller. And here's why.

We created this pattern in Textolite decorative surfacing for a very small number of people: style leaders. So we're not producing a lot of it. What's more, the little we are making is pretty exclusive. You'll have to go out of your way to get it. Old Town is available in Coshocton, Ohio, period. Sure, our distributors can order it for you. But they won't stock it.

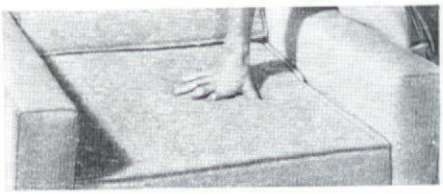
Now if that doesn't keep Old Town sales down, maybe the price will. Old Town costs more than ordinary patterns. About twice as much more. But it *is* unique. In fact, there's no plastic laminate anything like it. And we figure that's worth something extra in any commercial setting.

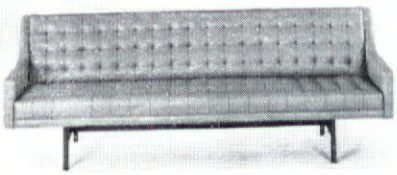
Besides Old Town, we've created six other commercial abstracts: Gold Signet (5504), Black Signet (5510), Chevron (5609), Meridian (5701), Matrix (5805), and Slate (5081). Contemporary-looking patterns designed to complement commercial carpeting, draperies, and furniture.

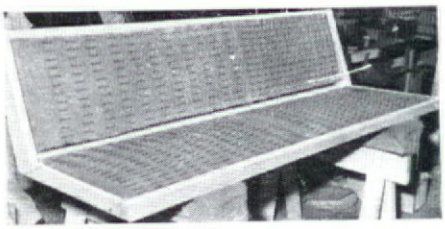
For samples, including Old Town, write to the General Electric Company, Dept. 543 Coshocton, Ohio 43812. We'd be glad to hand you a new line.

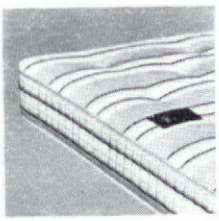
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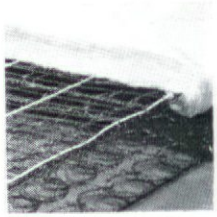
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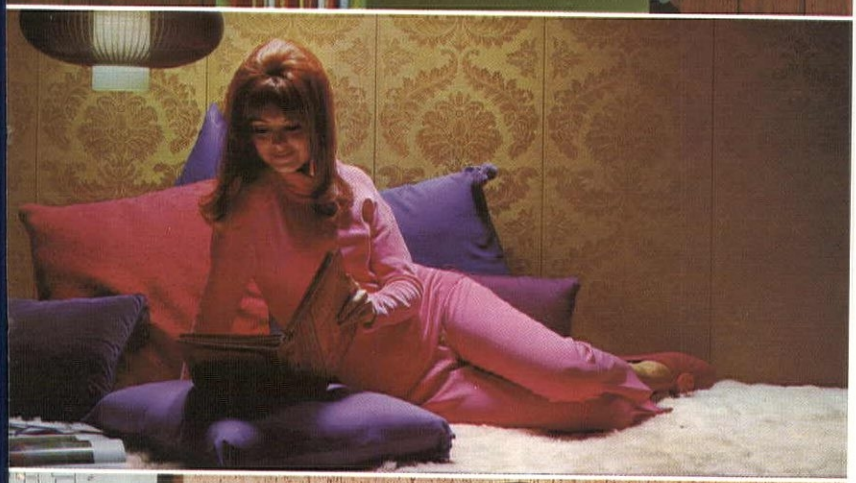
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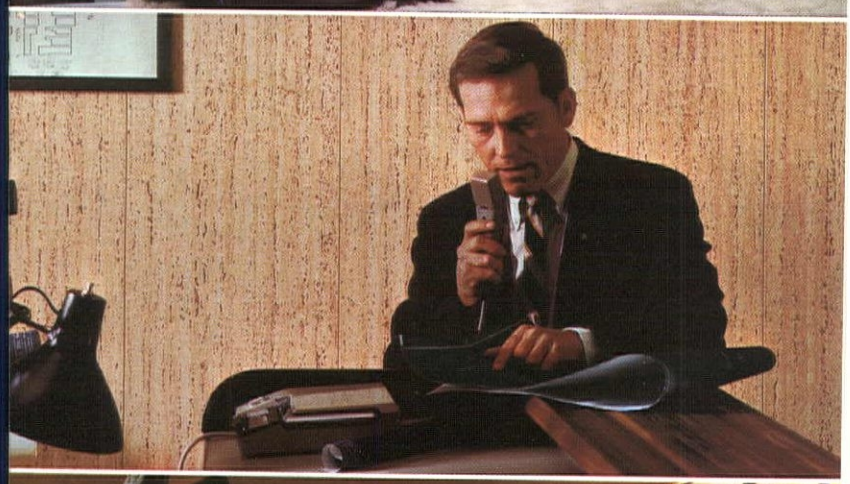
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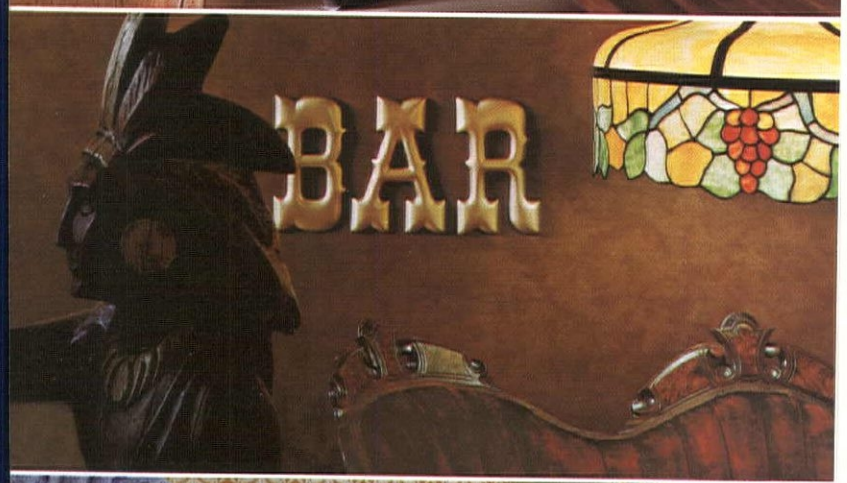
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MASLAND IS BIGGER AND BETTER THAN EVER IN CONTRACT

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The warm, hospitable atmosphere of Maud Chez Elle, chic French restaurant at 40 West Fifty-third Street, New York City, is enhanced by Masland's "Paradine" in red and black tweed. This color combination is practical, too, in the heavy traffic areas of the busy establishment.

and what Masland has done with it in the two "big ones":

PARADINE AND POLYDUO

Extensive studies by the American Carpet Institute over the past five years have shown that carpet is both practical and economical for commercial use. Carpet is now being used successfully in schools, hospitals, terminals and stores of all kinds. Carpet reduces noise. It helps to keep floors warm. In the long run it is easier and less costly to maintain.

A Versatile Pair of Carpets

"Paradine" and "Polyduo", two carpets made by C.H. Masland & Sons with Herculon, Hercules' olefin fiber, have all the qualities expected of the finest commercial fabrics. They both are priced attractively, making them practical for any installation, large or small. They have an added advantage, significant to the architect or interior designer, in that both fabrics are carried **in stock** in all colors in all Masland warehouses, as well as at the mill in Carlisle. Because these carpets are in stock, there are no minimum yardage requirements—you can order what you need.

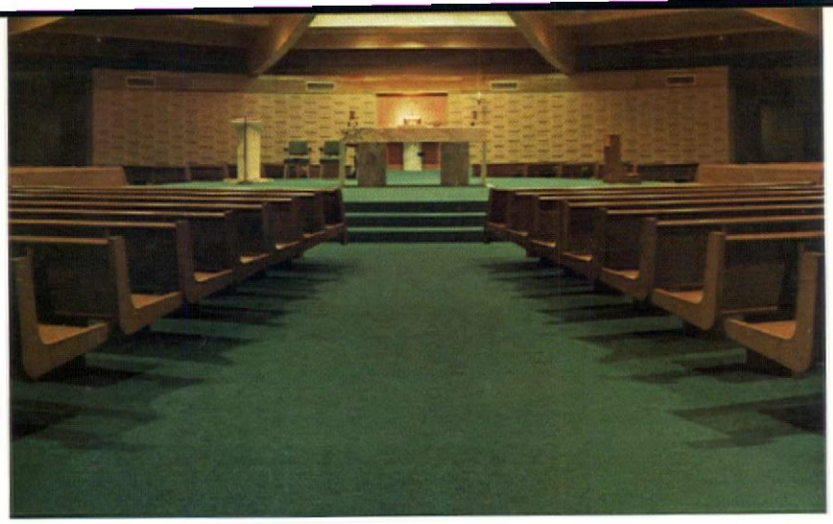
Shown here are four typical installations where either "Paradine" or "Polyduo" was specified and installed.

Paradine is Woven Carpet

"Paradine" was used in three of the installations—a restaurant, a school and a supermarket. Designers for Maud Chez Elle, a chic French restaurant on 53rd Street in New York City, selected Regimental Red Tweed to point up the beauty of the restaurant's wood panelling and deep wine upholstery. In the new Walsh Jesuit High School in Cuyahoga Falls, Ohio, Mezzo Beige Tweed was

Wilmington, Delaware, for its olefin fiber.







The distraction of scuffling boys' feet does not intrude upon the hushed, reverent atmosphere of the chapel at Walsh Jesuit High School, Cuyahoga Falls, Ohio. The Carpet Mart of Akron installed Bronze Green Tweed "Paradine" throughout.







Vestibules and offices (above) in the impressive new 20-story Citizens Bank Tower Building in Oklahoma City (left) have been carpeted in gold tweed "Polyduo" to accent the over-all interior color scheme. The installation, by Bentley's Carpets, totaled 10,000 square yards.

used in corridors and classrooms and Bronze Green Tweed for the chapel (above). The reduction in the school's noise level, as a result of the carpet installation, has increased the student concentration level measurably.

The spacious new Thriftway Supermarket in Glenville, N.Y. has 500 yards of the soft harmonious Blue Green Tweed to set off the bright colors of lighting fixtures and product-laden shelves. Here again the noise level has been reduced, as well as breakage, and housewife reaction to the added comfort under foot has been excellent.

In each case "Paradine" was selected for its performance in extremely heavy traffic areas. It is a tightly-woven, round wire velvet construction. It offers through-to-the-back weave for maximum fiber and tuft bind. The pile yarn is fashioned of three-ply, three-color moresque yarns.

Polyduo is Tightly Tufted

The Citizens Bank Tower Building in Oklahoma City (page 3) is the largest single installation of Masland's "Polyduo" to date. Altogether, 10,000 yards were used in the corridors and offices on the 20 upper floors. "Polyduo" is a tightly-tufted, all-loop tweed carpet, also made of three-ply, three-color moresque yarns. It has a primary backing of polypropylene and a secondary backing of heavy jute for durability and dimensional stability. For the Citizens Bank Tower, Nugget Gold Tweed was selected to help create an atmosphere of dignity, taste and warmth.

Herculon Provides the Answers

- Herculon is the newest fiber innovation that provides the answer to the need for a long-lasting commercial carpet, whatever and wherever the situation. Laboratory and "in-use" tests show that Herculon lives up to its reputation for long wear and abrasion resistance.
- Herculon is easy to care for, easy to clean. It is chemically inert and moisture resistant so that stains and



Use of "Paradine" in the Thriftway Supermarket, Glenville, N.Y. has reduced maintenance problems substantially, and, at the same time, enhanced its appearance. Clen Crannell Associates, Schenectady, designed and supervised the store renovation. Abby Rug Co., Delmar, N.Y., handled the installation.



soil can readily be removed because they are not absorbed into the fiber.

- Herculon is a solution-dyed fiber. In the manufacturing process, the fiber polymer and the dyes are mixed while still in solution. So each color actually becomes part of the fiber molecule itself. Therefore, not even strong bleach can remove the color. As a result, Herculon is more fade-resistant than other fibers.
- Herculon is more static-free than most fibers.
- Herculon is also non-allergenic, mothproof and mildew-proof.

Masland Makes the Most of the Characteristics of Herculon

Masland has created what we believe to be the finest carpets of Herculon olefin fiber for commercial installation that are available. Both "Paradine" and "Polyduo" are unprecedented successes wherever they have been used.

Masland has a coast-to-coast network of contract specialists and salesmen. They include seven commercial carpet specialists, two or three in each major geographical section of the country, and forty-five Territory Managers, each thoroughly trained in the specifics of commercial carpet installation. Whatever your carpet problem, you can depend on them for the answers.

To find out more about Masland carpets of Herculon polypropylene fiber, write to:

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THE FIRST OF A SERIES ON CONTRACT DESIGN COMMUNITIES THROUGHOUT THE COUNTRY: CINCINNATI HAS BEEN SLOW TO ADVANCE, SLOW TO EXPLOIT THE NATIVE TALENTS OF ITS CONTRACT DESIGNERS AND ARCHITECTS; NEVERTHELESS ITS REMARKABLY SOPHISTICATED PROFESSIONALS ARE MAKING PROGRESS AGAINST STATUS QUO SLUGGISHNESS. **BY IRVING LEOS**

CINCINNATI

"Cincinnati's community leaders are duds when it comes to taste," says a leading interior designer there who prefers anonymity to a confrontation with some of his best clients. And the ultimate condemnation. "They're nice, solid people—and square."

These are harsh words indeed for the city which gave us the first suspension bridge (1865), the first reinforced concrete bridge, and the first reinforced concrete building. But, it seems, it's a long, long time since Cincinnati scored a "first."

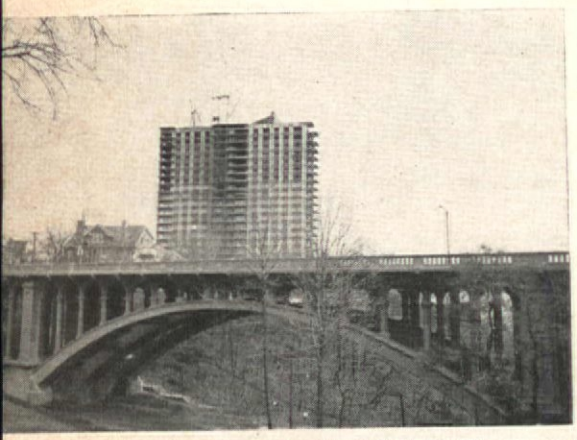
"Cincinnati has been awfully slow to move," says G. Thomas Taylor, Taylor Designs, Inc. "I can't recall any outstanding interior design jobs done here before 1960. The building of the Terrace Hilton in 1948 was the first milestone in contemporary architectural design in the area. Maybe the contract design people haven't been forceful enough, letting the client dictate too much. Designers seem to have just begun standing on their own feet."

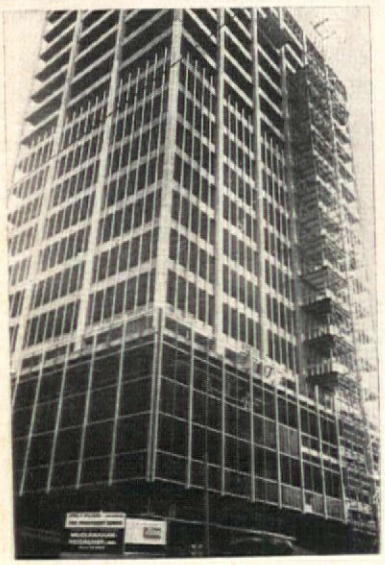
Hexter Award Winner Walter I. Farmer, AID, regards Cincinnati as ultra-conservative, in its taste and with its purse: "We're doing little shanties compared to the West Coast and New York," he states. "There aren't any Medicis any more. How can you sell a good contemporary commercial interior when they don't like it, they've never seen it, and their wives have little pink houses?"

Jack Schafer adds a seconding comment: "The University of Kentucky is contemporary, Memphis State, Eastern Kentucky, Marshall University (West Virginia), and Western Kentucky are all contemporary. Yet until now the University of Cincinnati has been traditional. By and large, the professional space planners in this area turn down traditional jobs. As a result, the local people go out of town for talent, and the local talent goes out of town for work."

Judging by the localities where some members of the Cincinnati design community handle work, Cincinnati is a good place to be *from,* rather than *in,* if you're an interior designer:

- A. H. Kinney—West Haven, Conn.; Elkhart, Ind.
- Jack Schafer — Knoxville, Tenn.; Portsmouth, Ohio; Richmond, Ky.; Oak Ridge, Tenn.; New Orleans, La.
- Mary Louise Schum—Rochester, Minn.; Bloomington, Ind.; Mansfield, Ohio; Milwaukee; Chicago; Detroit.
- Kathleen Werle — Anderson and Marion, Ind.; Ithaca, N.Y.; Wadsworth,







Site of the first reinforced concrete bridge (upper left), Cincinnati has been slow in accepting its own design organizations: for instance, Provident Tower (left) will import interior design talent. Architecturally, however, Cincinnati is quickening its pace, as shown in construction photo of Fountain Square (above) with glimpse of Convention Hall to left of parking lot.

CINCINNATI *The fight against conservatism*

Akron, Columbus, Mt. Vernon, and Mason, Ohio.

But not all of the Cincinnati scene looks back to the past, or away from its interior designers.

"Cincinnati is becoming more aware of professional contract design," says Don Marsh of A. H. Kinney. He cites his firm's work with Procter & Gamble on a master color system for its executive offices, and a similar assignment for Bendix Corp. "I feel very optimistic about Cincinnati," he continues. "The clients seem much more enlightened than they used to be. They're asking the right questions and doing the right thing. I believe mass communications have been a real factor in fostering this."

"Cincinnati is on the move architecturally," says G. Thomas Taylor, adding, "There is a growth in appreciation of art as an element in interior design, too," referring to the work of William A. Leonard of the Contemporary Arts Center, and the city's Art Council. "There are colleges in Ohio that are dying for a good interior designer and that have never been called on," he concludes.

Jack Schafer believes the contract designer's role will grow as architects increasingly concentrate on the "package deal." Kathleen Werle considers Cincinnati an area of "great opportunity" for commercial design. Eileen Reilly Siemens, sister and associate of Mary Louise Schum, sees the designer gaining status as a co-worker with architect and client.

Whether through choice or necessity, a goodly number of contract designers in Cincinnati are graduate architects. The phrase *interior architecture* crops up often in their shop talk, and their preference for this term over *interior design* is explicit. Semantics aside, this orientation bespeaks a vivid awareness of the architect's precepts and prerogatives. Indeed, it results in an architectural approach to interior assignments, evident even among those without graduate architect's degrees.

Some of the architects doing contract interiors are: Walter I. Farmer of Greenwich House, Jim T. Fitzgerald of Gartner, Burdick, Bauer-Nilsen; Jack Schafer, firm of same name; Robert J. Stevens, Design Group (head

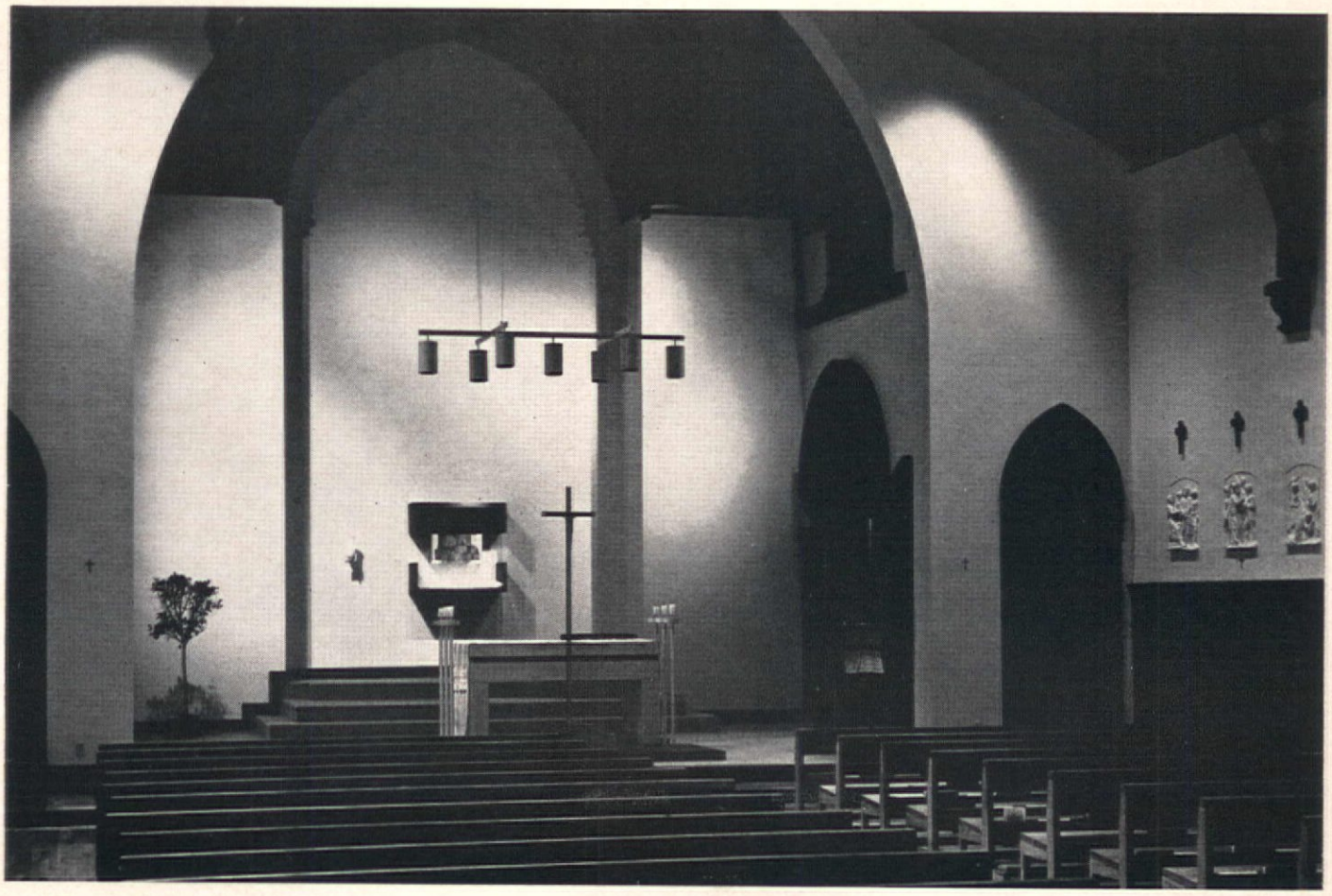




Both architecture and interior design for Technical Equipment Sales Co. of Cincinnati rested with the local architectural firm of Gartner, Burdick, Bauer-Nilsen. GBBN viewed the interior spaces as extensions of the architectural concept. An executive office (left) is typical of the entire installation. It is furnished with a Hugh Acton desk and credenza, Steelcase chairs, Rowen draperies, V'Soske carpet, and McDonald Products letter tray and waste basket. The painting on the back wall is by Cedric Chang.



GBBN's strong architectural approach to interiors is again evident in the remodeled Ursuline Chapel in Saint Martin, Ohio. GBBN stripped away all ornate Gothic designs and reduced lines to their simplest forms, achieving a quiet monastic mood in a highly contemporary setting. GBBN worked closely with designer David Camele, who created most of the furniture designs.



of interior design departments at University of Cincinnati and a practicing architect); G. Thomas Taylor, Taylor Designs (architectural practice under own name).

Jim Fitzgerald sums up his firm's approach: "We've had a long-standing conviction about the need to control the interiors. "We feel very strongly about designs of buildings themselves and we've seen some of our designs crippled through lack of professional handling of the interior.

"We try to emphasize the idea of a total design concept—ash trays, waste baskets, paper weights, as well as windows, walls, and facades. Usually we get a few indulgent smiles from clients when we broach this, but as the project develops, so does the client's understanding. I might say that we're learning how to educate the client to this concept."

One of the techniques GBBN finds effective is the preparation of preliminary sketches of interiors, shown to the client along with the presentation of preliminary work on the interior architecture. These help him visualize the finished space, and to comprehend the reasoning behind both the architectural work and the overall design concept.

"We began to offer this service about four years ago, going beyond interior finishes and colors to carpeting, drapery, furniture—even landscaping and photography.

"When we say total design, we mean total. Leave out one detail—clock, address number, or soap dishes—and a destructively jarring note is likely to be introduced. At the outset we did a lot of church work, and we often got the feeling that the spirit of a structure would be lost by allowing the church people to put in their own furnishings. (Example: see photo showing coat rack and umbrella stand in a stairwell on this page.) We prefer the term interior architecture, because it helps clear the air and spell out our responsibility."

Non-architect Don Marsh cites the increasing use of models and mock-ups: "A three-dimensional representation often shows up differently from a drawing. This borders on interior architecture. In past years the architecture was ignored. The interior all too often had no relation to the structure, and you never knew what you'd find inside."

Architect - turned - space planner Jack Schafer has gone from the inside out. While working up complete



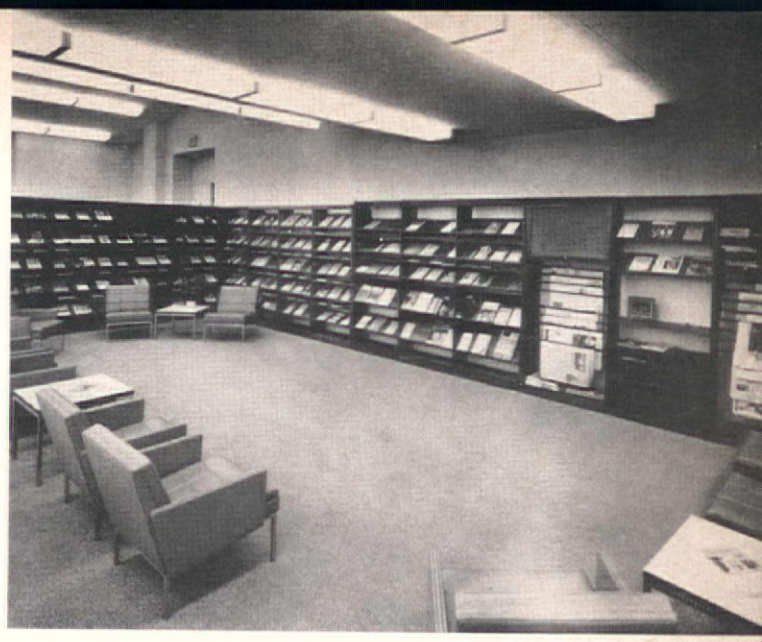


One of the problems Cincinnati designers constantly run into is lack of design sophistication on the part of clients. After Gartner, Burdick, Bauer-Nilsen completed the architecture and interior design of a convent (top), its residents "accessorized" an otherwise striking stairwell. But awareness of good design is emerging—mainly through education by various segments of the design community. One recent effort was an outstanding chair exhibit (above) at The Contemporary Arts Center.

CINCINNATI *Controlling and integrating the interior*



Design by mail? Sounds risky, but it was very successfully accomplished by Jack Schafer without an in-person visit to the job site. Collaborating with architect Underwood, Verges & Associates, Schafer, of Cincinnati, served as design consultant for the interiors of National American Bank in New Orleans (above). Focus of the main banking area rests on a tapestry treatment of the bank symbol. Columns are surfaced in walnut laminate, with ends in vinyl fabrics; teller counter surfaces repeat the walnut laminate. The back wall features a clay design by Design-Technics. Special ceiling-hung lamps are by Habitat; carpeting, as well as tapestry, by V'Soske.



From basketball to bookstacks — the 25-year-old physical education building at Western Kentucky University in Bowling Green was reconstructed and enlarged into a modern three-story library (above). Jack Schafer directed the interior design for all spaces created by the architectural firm of Wilk & Arrasmith of Bowling Green and Louisville. Classrooms, reading rooms, study halls, art room, and offices all have dark walnut as a traditional base for such clear, bright colors as bittersweet, citron, jade, and willow blue. Carpeting throughout is by Masland.

With an envivable reputation in institutional interiors, and with awards to back it up, Mary Louise Schum, head of her own firm in Cincinnati's nearby town of Hamilton, worked on a limited budget at Mercy College of Detroit. In the coffee shop (upper, near right) at the Student Center, contemporary shell chairs in white are sparked with blue seat pads and Formica table tops in four colors. Both vinyl wallcoverings and drapery fabrics are by S. M. Hexter. Director's office (upper, far right) in student center has built-in efficiency with Omni wall-hung desk unit. The Helsinki chairs are by Stendig, lamps by Nessen, drapery by Hexter. For main lounge (lower, near right) in resident hall, durability was a prime requisite, quality furnishings a necessity: chairs, sofa, table-bench are by Dux; print velvet upholstery by Boris Kroll; area rug by Cabin Crafts; carpet by Philadelphia; drapery fabrics by Anton Maix; lamps by Wing-On; wallcoverings by Jack Denst. Dominating the lobby of the student center is a sculpture, suspended over the sunken conversation area that has a built-in, cantilevered bench (lower, far right). Bench is by Edelman-Jankow, with Hexter upholstery.









color schedules—right down to tiles, toilets, and partitions—for architects has been a standard service, he was called in for a master exterior color scheme involving more than 240 buildings thus far for Union Carbide.

On a typical school job, Schafer will prepare a plan layout, complete with swatches and photos of all items recommended. This goes first to the architect, then to the client, though sometimes it is done simultaneously for both. Schafer helps clients obtain items either with bids or by buying direct. He spells out factory cost, approximates markup for bids, and makes up a book of specifications for bidding if desired. This furnishes a complete cost breakdown, itemizing transportation, bid markups, and so on.

"My ideas are born from the architect's ideas," say non-architect Kathleen M. Werle. "Taking note of his designs and goals, I still aim to express my own design principles, the most important—emphasizing space whenever possible." She cites the Bearfoot Sole Mfg. Co. building as an example of thorough-going cooperation between executive vice president Tim Calvin, architectural firm of Derr & Stueber, and her own office.

"We see the architect as the leader; he sets the concept," says Mrs. Siemens. "We also must have a complete understanding of the client's needs, and from there on the creative challenge is ours.

"Until recently architects have often been hesitant about calling in the interior designer, as compared with an engineer, for example. This is understandable, since interior designers haven't always been truly professional in their approach. But architects are recognizing the complexity of interior design, the fact that it is a specialized calling in its own right. Why, just keeping abreast of sources is a tremendous project today.

"The integration of art into architecture is a special concern of our organization," Mrs. Siemans, an accomplished painter, points out. "As early as possible we discuss murals, sculptures, wall applications. We believe this is very important, especially in educational structures and almost equally so in hospitals.

"One of our strongest convictions is the necessity for architect, interior designer, and client to work closely together as early as possible. The best work we've done is through this type of collaboration. We believe the value of it is recognized increasingly." (C)

Some of the members that make up Cincinnati's design community:



Don Marsh, A. H. Kinney with mock-up of Miles Laboratory offices in West Haven, Conn.



Jim T. Fitzgerald of Gartner, Burdick, Bauer-Nilsen, AIA





Mary Louise Schum and Eileen Siemens (r), of Mary Louise Schum Interiors.



Walter I. Farmer, AID, of Greenwich House

Jack Schafer





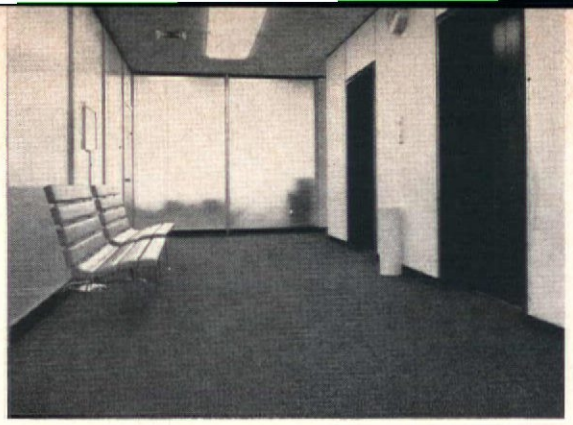
Kathleen Werle and Eileen Smith. of Kathleen Werle Interior Design.



William A. Leonard of Contemporary Arts Center



G. Thomas Taylor, Taylor Designs, Inc.









Design consultant Kathleen Werle invested the Ohio Education Association offices in Columbus with a clean, contemporary look. Elevator lobby (upper, near right) is uncluttered, warmed by brilliant orange upholstery covering the mirror chrome framed benches. In contrast, elevator wall is white vinyl, doors and frames black, Flair carpet in blue-black tweed carpet. Sixth floor executive lobby (upper, far right) has neutral tweed carpet by Kent, two groups of John Stuart Architective seating in reds, gold, and blues, and walnut oil desk by Lehigh. Executive Secretary's office (lower, near right) is keyed with oiled walnut woods, enhanced by light gray Kent carpet, black leather swivel desk chair by Herman Miller. Black Naughahyde surfaces sides and front of Lehigh desk. The lounge group has an Edgewood sofa and two Tampere chairs by Stendig in a rich rust color. The walnut table is by Intrex. All wool fabrics have Scotchgard finish. Executive conference room (lower, far right) contains a 34-foot-long teak, oil finished Lehigh table. The swivel tilt pedestal chairs by Stendig surrounding the table are in black Skai vinyl; other chairs are in bright red wool. Carpet, by V'Soske, is a deep blue.



With a growing awareness of good contemporary design, Cincinnati clients are slowly loosening their grip on the traditional. One recent example is Midland-Guardian Co., for which all interior architecture was performed by G. Thomas Taylor, AIA, and interior furnishings by Taylor Designs, Inc., an affiliate of the architectural firm. Midland-Guardian occupies about 23,000 square feet in the First National Bank Building in Cincinnati. Executive waiting area, on the sixth floor, has a rock garden complete with sculpture, Kim decorative fountain, and plant. Alongside, two luxurious Fritz Hansen Egg Chairs for visitors flank a circular pedestal table. The drapery is from Jack Lenor Larsen; carpeting by V'Soske. Secretarial and legal department areas are delineated by the pattern of a specially designed V'Soske rug that interplays blue and green designs on a neutral ground. All furniture is by Jens Risom; draperies by Anton Maix.



RESTAURANTSRESTAURANTSRESTA

The restaurant business is changing and reshaping itself in line with the radical changes in consumer tastes of the past few years. The new dining places are smarter, more interesting, just as concerned with the setting of the environment of eating as with the setting of the table. The tastes of the young are more and more being taken into account, because of the predominance of the 35 to 44-year-old group, and the predicted dominance of the 25 to 34 year olds in less than ten years. The stakes are huge — in terms of dollars the food service industry is now at the twenty-two billion dollar level.

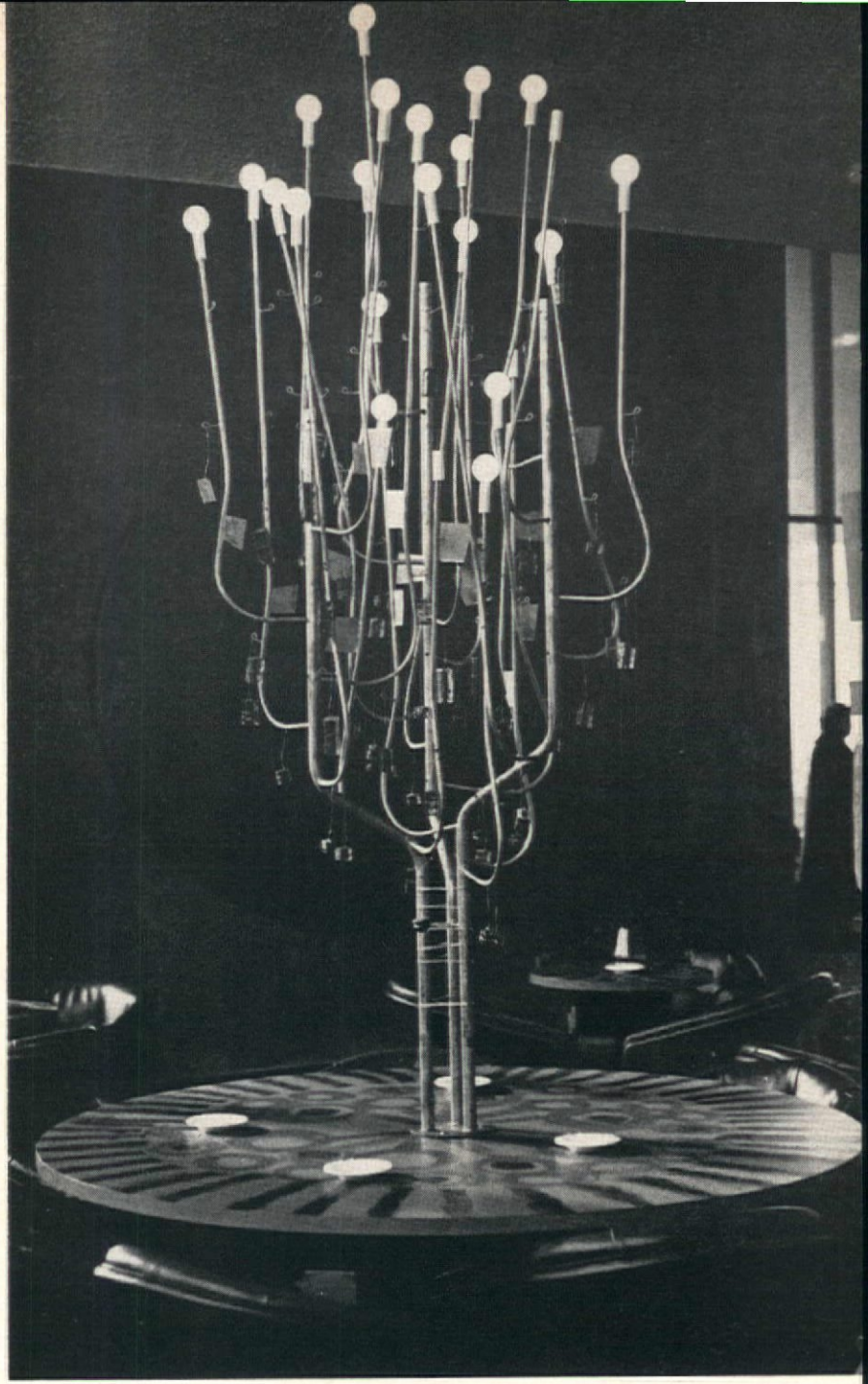
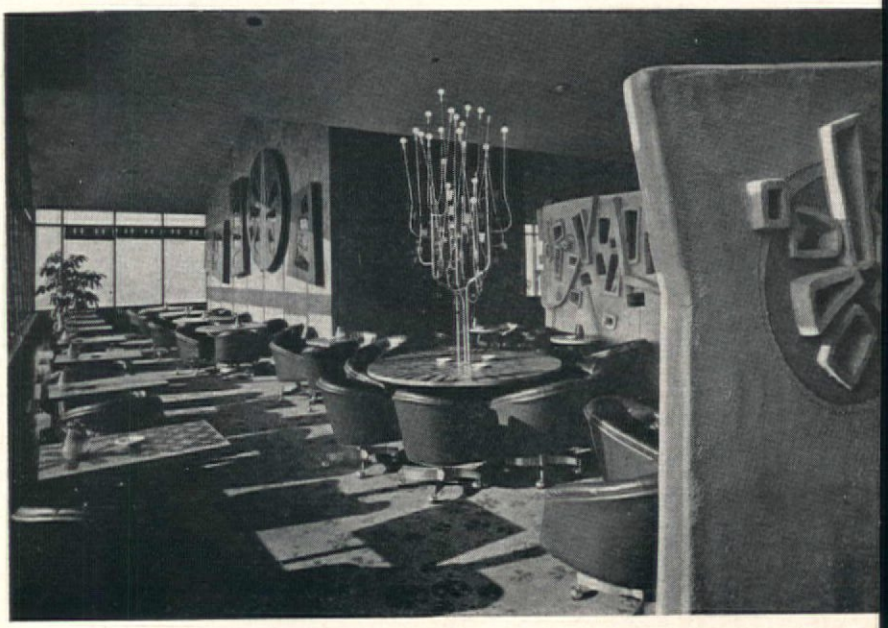
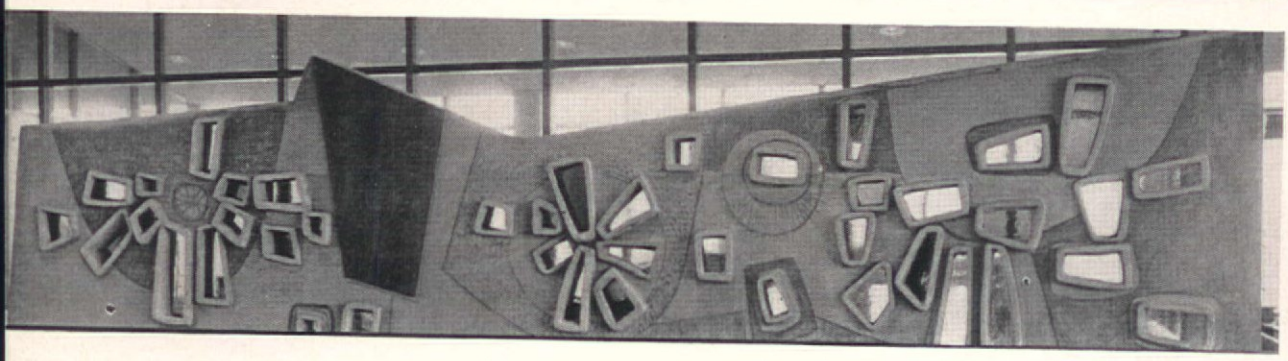


Table top light fixture is 14 karat goldleaf on metal, has stained-glass nuggets. Below, cocktail lounge.



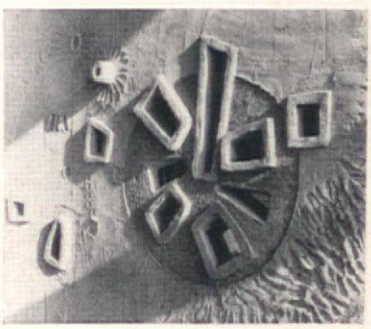


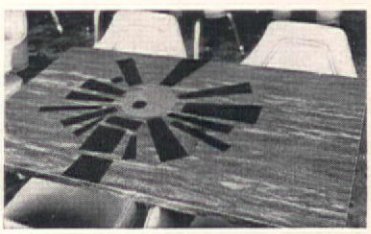


Main dining room (left) looking toward airfield; detail of concrete/stained glass wall mural (lower left); cocktail lounge (below).



Unifying design elements are carried through (below) from concrete wall sculpture, to table tops and carpeting.







MARK I

John P. Mazzola, Interior Designer

When John P. Mazzola, Akron interior designer, was commissioned for the Mark I restaurant at Burke Lakefront Airport in Cleveland, the interior H-shaped shell was complete, exterior glass walls installed, and the ceiling construction prohibited additional overhead lighting. Because the restaurant was to sell $1.85 steak dinners and pay a yearly rent of $50,000, maximum seating was crucial. Also, the owner insisted on an interior distinctive enough to serve as a recognizable format for additional restaurants in the chain. To solve the lighting problem, Mazzola designed tree-sculpture candelabras for the tables, with wiring fed up from the floor through the tops. Hand woven blinds of walnut wood and chenille yarns afford adequate window light control. An exposed bar was turned down in favor of a space-saving concealed service bar to serve both dining and cocktail lounge. Table cloths were eliminated and special plastic-laminate tops designed, thus reducing operational costs. And for the distinctive appearance, Mazzola commissioned sculptor Don Drumm to create a series of wall murals. Natural concrete embedded with stained glass and embellished with sgraffiti contrast with the warm rosewood. Basic colors throughout are a medley of blues.

Suppliers: Mazzola-designed table tops are of G.E. Textolite laminate. Chairs are by Gasser, with UniRoyal Naugahyde upholstery; booth upholstery by Win Anderson Fabrics. Carpet, designed by Mazzola, is by Gulistan; woven window blinds by Grace Richey Clark Inc. (**C**)







SAINT LOUIS CLUB

Alan L. Ferry Designers, Inc., Interior Designer

On the three upper floors of the new 16-story Pierre Laclede Building in the St. Louis suburb of Clayton is the exclusive Saint Louis Club. Its 18th century French interiors, suggested by the lore of the early French settlers in St. Louis during the latter half of the 1700's, were created by the Atlanta design firm of Alan L. Ferry Designers, Inc., working in close collaboration with the architectural firm of Schwarz & Van Hoefen of St. Louis. Lighting consultant was Leslie Wheel of Wheel-Garon Associates, New York City.

High ceilings and elaborate moldings are characteristic of 18th century France. Rugs were copied from old designs. Several lounge chairs were specially designed by the Ferry office after antiques found in the south of France. And in addition to the reproductions, authentic antique furniture and accessories add credence and elegance to the overall motif.

The top floor of the building is the main club level. Terminating at one end of the elevator foyer is a rotunda that affords broad vistas of the landscape. Another circular room at the opposite end leads to parlors and the main dining room (opposite page), largest of the club's facilities. Lofty ceilings and finely detailed moldings set the formal pattern. The carpet is subtle in pale blues, tans, and golds; walls are pale golds and blue-grays, complementing the white and gold chairs with gold fabric upholstery.

In addition to several small private dining rooms on the top floor is a richly paneled cocktail lounge. It is taken out of the realm of the typical by being fashioned into an inviting drawing room.

The fifteenth floor is for men only, except for one evening each week. All rooms are reminescent of the casual country French interior, replete with black iron and crystal chandeliers, red French floor tile, marble fireplace, heavy beamed ceilings, and rough plaster walls. The men's grill room (below) has a small patterned rug of deep rust, olives, golds, and chairs with black upholstery. On the fourteenth floor are club offices, ladies lounge, men's barber shop and health club.

Suppliers, throughout: All antiques furnished by Rudolph-Sparks. Fireplace and architectural woodwork by Fruin - Colnon, general contractor. Chandeliers and wall sconces by Winston. Upholstery fabrics by David & Dash, Kravet, Scalamandre, Schumacher, UniRoyal Naugahyde, Westgate. Draperies by Schumacher and Westgate. Suppliers for main dining room: tables by Clark & Burchfield; chairs by Custom Craft; carpet by Mohawk; ceiling tiles by Armstrong. Men's grill: lounge chairs by Cocheo; dining chairs and bar stools by Barnard & Simonds; tables by Buckstaff; carpet by Mohawk. Grill room lobby: chairs by Cocheo; tables by Barnard & Simonds; prints by Weil Bros.; carpet by Stark. Cocktail lounge: sofas and chairs by Cocheo; special Acrilan carpet by Mohawk. Rotunda and elevator foyer: benches by Leopold Columbo, rugs by Tai Ping. (**C**)



Top floor elevator foyer and adjacent rotunda (top photo) have three matching rugs in blues, blue-grays, pale golds, copied from old French designs. The space glistens from white marble floors and bronze and crystal chandeliers. Cocktail lounge (center photo above) was designed as an elegant drawing room. The grisaille green tone-on-tone carpet is a special design. On the men's floor, grill room lobby (immediately above) is dominated by a specially constructed marble fireplace. The men's grill (right) has the flavor of a casual country French interior. Uncarpeted floors are covered in a red French tile.



Photos: George Stille



Designer Steffel commissioned top artists to execute murals for the Camellia House. Above is one of several scenic panels, neo-classic in manner, by J. Nelson Shanks. Others can be seen in the view below.



CAMELLIA HOUSE

Robert Steffel, Interior Designer

It started with necessity and became a memory revived. The Camellia House in Chicago's Drake Hotel, designed more than 25 years ago, had worn out over the years, and renovation was in order. Edwin L. Brashears, Sr., chairman of the hotel, who had always enjoyed the "charm and graciousness of Charleston," had a suggestion.

With interior design by Robert Steffel, AID, in conjunction with Lewis Walton, Sr., architect, the restaurant reopened with a luxurious decor based on the Charlestonian era of the early 19th century. The interior is drawn from historic homes and, poetic colors (champagne, blush, cafe au lait, royal blue) heighten the effect.

The Regency Room has painstakingly reproduced woodwork details complementing the hand painted scenic panels by J. Nelson Shanks.

The Charles Town Tavern features a table height bar of copper with strips of brass inlay and seats of meerschaum leather. The wood tone carpeting resembles a plank floor.

Suppliers: Chandeliers, Grow & Cuttle. Carpeting by Alexander Smith. Chairs, Empire State; upholstery by J. H. Thorp; tables by Richard Winter. China by Syracuse. Draperies by J. H. Thorpe, F. Schumacher & Co., and Russ Stonier Designs. Mirrors by Hooker Glass. The tavern chairs by Knapp & Tubbs with upholstery by Federan Distributors. The carpeting by Watson Smith. Accessories by E. A. Hinrich. Settee by Trovailles. (**C**)





A typical Adams arched "window" (above left) is actually a series of small mirrors calculated to repeat the glittering chandeliers. Colonial atmosphere surrounds the Charles Town Tavern (above right), with its table-height bar of copper and strips of brass inlay, meerschaum leather upholstered chairs, and wood-tone carpeting in a plank floor pattern.

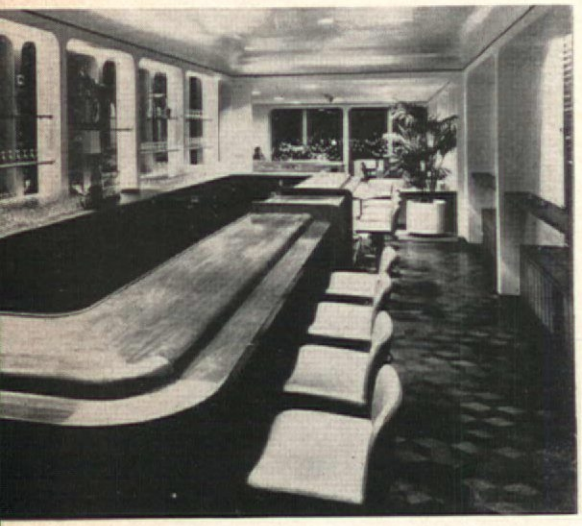


An integral part of the overall design, the Camellia also adorns the cream china bordered in royal blue. Just beyond the table (above) is an authentic Adams fireplace design. Gazing through a doorway (right) patrons view a specially built facade of brick and wrought iron and a mural of a southern garden.



Photos: Idaka; Chicago Photographers





SUMMIT CLUB

ISD, Inc., Interior Designer

Originally the private dining facilities of the First National Bank of Memphis, the Summit Club was designed by ISD, Inc. to act as a business and family club for the entire community. To counteract the window module, and to create an atmosphere unlike the business look of the rest of the building, arches were used to minimize the bays and add a strong architectural feature. Horizontal Athey blinds were used to reduce the strong natural light without blocking the view. Movable interior walls permit a flexibility of space, to create as large or small an area as is needed for any event. Natural materials, planked wood ceiling, parquet floors, leather and cut velvet panels, elephant gray carpeting, and white walls serve as a sophisticated background, with colors selected to complement each area. Metal bases are used on all movable furniture for easy mobility and to prevent scuffing. The upholstery fabrics are all nylon to keep maintenance at a minimum. Palms are used for their association with elegance and their ease of maintenance.

Suppliers: Carpeting throughout by Mohawk. All shades by Bronx Window Shade Co., with Peter Schneider & Sons fabric. Chairs in the Windsor-Grille by Fritz Hansen, upholstery by Anton Maix; wallcovering by American Leather. The bar was custom designed by ISD. Stools by I.C.F., Inc., were upholstered by American Leather. Planters by Architectural Pottery. In the lounge, the wallcovering is by Peter Schneider & Sons. Sofa and settees, designed by ISD, made by Edward Axel Roffman, with Anton Maix upholstery. **(C)**





Photos: Ed Miley





REPUBLIC NATIONAL BANK EXECUTIVE DINING

Harrell & Hamilton, Architect/Interior Designer

A contemporary interpretation of the pioneer west is the central design theme of the new executive dining facility of the Republic National Bank of Dallas. Art works by Frederic Remington and Charles M. Russell help focus attention on the theme. The 10,000 square foot facility contains general and special dining areas, a reception lounge and a rooftop garden. EAnn Thut, head designer at Harrell & Hamilton, Dallas architect, designed the facility. The main dining room is carpeted with a brown brindled rug; oak and oxhide chairs surround sturdy walnut tables. Glass doors open onto the rooftop garden, where quarry tile pavers form the floor. Hardy plants in redwood containers accent the slate topped tables and black wrought iron chairs. The guest lounge, with a royal blue rug, is furnished with button-tufted leather and velour furniture. Two private dining rooms, with a folding wall divider, open from the lounge.

Suppliers: All interior dining chairs are Hans Wegner designs, supplied by Frederik Lunning. Wallcovering in lounge and main dining room is Herman Miller nylon hopsacking. The lounge rug by V'Soske; Bervan Mills created the rugs in the dining area. The dining tables custom designed by EAnn Thut, were made by Adleta Fixture Showcase Mfg. Co. On the roof, Woodard tables and chairs. (C)





Exterior of old Lehigh Valley Railroad Station is virtually unchanged, except for canopy and awnings and Seth Thomas clock. An old wooden spoked baggage cart, on platform behind station, now serves as permanent repository for the air-conditioning unit.

THE STATION

Lovelace-Steel Associates, Interior Designer

The American railroad may be nearing its last gasp, but in Ithaca, N.Y., an old, unused station has been given a new life—that of a fascinating restaurant. It is called, appropriately, The Station, and has been restored to its former turn-of-the-century days as a center of activity by the design firm of Lovelace-Steel Associates of Syracuse.

Once restaurateur Joseph Ciaschi purchased the property, the decision to restore it as an authentic piece of Americana seemed a natural. The Lovelace-Steel staff then delved into its voluminous reference library seeking authentic photographs, illustrations, descriptions. Antique shops, attics, cellars, warehouses and most of all, unused railroad property, yielded up matchless railroading treasures.

The great vaulted waiting room is now the main dining area where patrons walk on authentic Pullman Saxony wool carpets, sit on Pullman car upholstery, and order drinks served up at the original ticket counter. The dining room is lighted by a trio of gold-chained chandeliers hanging from the 24-foot-high ceiling. Oversized globe lamps are mounted atop the original station benches, and electrified lanterns adorn each table. The wall-mounted menus once served to announce arrivals and departures. Dinner plates bear the restaurant's logo: a rendering of the exterior clock with the hands set at 6:09, the number of the last train to leave the station.

Suppliers: New furniture is by Shelby Williams Industries. The authentic Pullman Saxony wool carpets and upholstery by James Lees. Blue and gold china, designed by Guy Lovelace, was made by Jackson China. The huge clock installed outside the restaurant is by Seth Thomas. (C)



Much of the interior was left unaltered, except for repainting. Lanterns lighting exit signs were Lehigh Valley RR property. In dining room view looking toward bar (right) carpeting and upholstery fabrics are of Saxony wool destined for Pullman car use.



Original ticket counter (above) was transformed into a bar, where salted nuts are handy in old wooden coin holders. Original waiting-room benches (right) forms banquette, upholstered in James Lees fabric made for Pullman cars. At the entrance (below) is a ticket holder—the tickets it now contains are for ordering by customers with a conductor's punch. The compact room comfortably serves 50 diners. Restaurant's fare is hearty American prepared by a French chef. The menu is posted on the original arrivals and departures board.





Photos: C. Hadley Smith



Sperry & Hutchinson's trading stamps not only offer gifts to shoppers, but they have also provided, in effect, a more than token premium for the firm's busy executives in the form of an elegant, private dining room. Designed and executed by Designs for Business, Inc., the dining room carries forth the initial plan of having executives feel as though they are actually leaving the office for luncheon in a relaxed, congenial atmosphere. Since S&H moved into its new headquarters in New York City, the room has also been used for many important company receptions and functions.

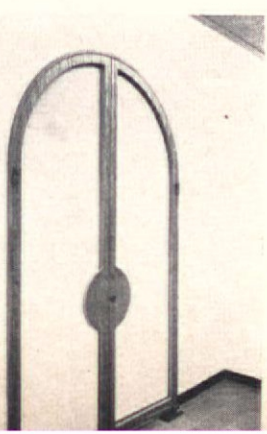
An impressive archway, paneled in English Oak, welcomes the staff to the dining room, which combines the traditional atmosphere of the executive floor with the contemporary design that prevails throughout the rest of the premises. Folding floor-to-ceiling paneled partitions, recessed into the wall when not in use, permit the overall space to be divided into three separate areas for special luncheon meetings. In order to achieve maximum efficiency and speed of service, the dining room is located immediately adjacent to the kitchen facilities serving the employee cafeteria.

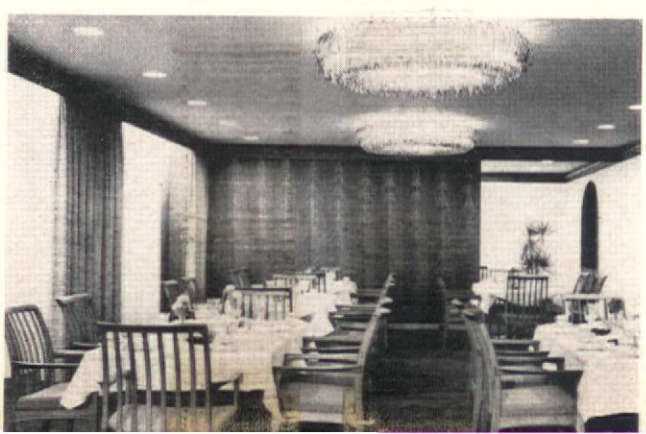
Suppliers: V'Soske carpet in olive bronze; Dux, Inc., armchairs in teak oil finish, wood back, and Paulo bronze green upholstery by Jack Lenor Larsen. Dining tables with pedestal base, white vinyl covering on top, by Chicago Hardware & Foundry. Ceiling downlights by Lightolier. Ceiling fixture, smoke gray polyhedrons 60 inches in diameter, 10 inches deep, by Venini. Coarse white Stip-L-Tex wallcovering by Vicrtex. Overdraperies in natural raw silk and natural underdraperies by Knoll Associates. (**C**)

S & H EXECUTIVE DINING

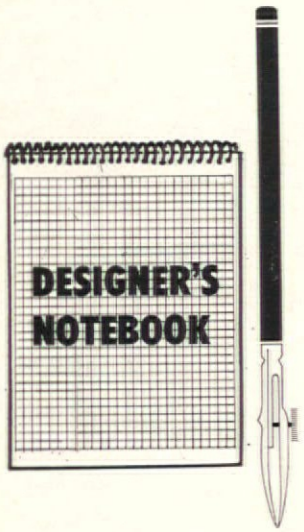
Designs for Business, Inc., Interior Designer

Photos: Ben Schnall





Elegant doorways (opposite page and at far left) leads the executive through special foyer into the dining room, closes off the busy office behind him. When the dining room is fully opened (above), it can serve up to fifty-five persons. For smaller groups, floor-to-ceiling paneled partitions create a more intimate mood (near left).



SHOP DRAWINGS

SECOND IN OUR CONTINUING SERIES OF ARTICLES DISTINGUISHES BETWEEN THE DESIGNER'S DRAWINGS AND THOSE PREPARED BY THE WOODWORKER; PLUS, A CHECKLIST FOR THE HARDWARE SCHEDULE

As the client's agent, the contract designer must represent him in all dealings with the contractor. If the job is large and in a new building, this is usually done through the building architect, if small, it is direct. After the bids have been compared and the contract let, the designer continues to represent the client by checking shop drawings and job inspections.

It is extremely poor practice to leave this function to junior or inexperienced draftsmen. It is here that the men are separated from the boys. The designer's drawing show the contractor what he wants and the contractor's drawings show the designer what he is going to get. The game is for the designer to get what he wants. He has to know when to argue and when to keep quiet, when to compromise and when to insist. Hardly an activity for a person who isn't sure of the score.

The designer's drawings

The designer's drawings, submitted for bid, should include adequate elevations, details, and notations of all the woodwork required, its hardware and finish. Poorly or inadequately executed details are costly to the client in the initial bidding and costly to the designer in time as the job progresses.

Some designers and architects consider it good practice to include in the architectural woodworker's contract, materials other than wood that are directly connected to the architectural woodworker's functions. Such items may be marble counter tops, metal and glass in conjunction with wood partitions, metal trim on wood, ornamental iron reinforcing, etc.

This practice is followed so that the woodworker will coordinate these trades with his work. If this procedure is followed, it should be noted on the drawings and in the specifications. The responsibility for supplying shop drawings and samples of all material in his contract then rests with the woodworker. It will generally be found that the more work done by one contractor the less coordination necessary, and thus the smoother the job. It is also generally true that finished carpenters are highly skilled and can usually be trusted with the coordination of finicky details.

Specifying hardware

Hardware may occur in either the general contract or the architectural woodworker's sub section. The usual procedure is to group building hardware with the general contract and cabinet hardware with architectural woodwork. Either the woodworker or general contractor will supply a hardware schedule which lists all doors and hardware to be supplied. The cabinet hardware is generally listed on the shop drawings. It is good practice to insist that the woodworker's shop drawing include hardware and its application, position of hinges, catches, stops, etc. It is also helpful to include finish and brand name.

Shop drawings

The woodworker's shop drawings differ from the designer's elevations and details in that they show how the items are to be constructed, whereas the designer only shows the design and extent of work. The woodworker's drawings are submitted in full-size details, showing moldings, joinery, panel and door construction, method of fastening conditions at returns and corners. The woodworker's drawings serve not only to inform the designer of the methods to be used in construction, but also as directions for the woodworker's own shop. They therefore should be explicit.

Shop drawings are usually made to the architectural plan dimensions in

advance of actual field work. Field dimensions are of actual conditions. Dimension variations between architectural drawings and field conditions invariably occur. If minor, they are compensated for by the woodworker. If major, they should be brought to the designer's attention.

Changes and corrections

The first submission of woodwork shop drawings are checked and corrected by the designer and returned with one of three notations: Returned for Correction, Approved as Noted, or Approved. Return for Correction means that the woodworker must change his drawings to conform to the designer's corrections and resubmit them. Approved as Noted means minor corrections are necessary and the woodworker may not have to resubmit drawings for approval before beginning shop fabrication. Approved means drawings have been accepted tails. However, if the woodworker is free to proceed. Whether drawings are approved as noted or have received final approval, completely corrected drawings are eventually submitted to the designer by the fabricator for his files.

In general, an approved shop drawing takes precedence over design details. However, if the woodworker makes design changes or construction changes that are directly opposed to design drawings and specifications, he is obliged to draw this to the designer's attention for specific approval. The designer's oversight does not justify design revision by the contractor and is so noted in the contract. This point, unfortunately, is often the subject of spirited discussions. (**C**)

The differences between the designer's drawings and the shop drawings are illustrated on the following two pages.

CHECKLIST FOR HARDWARE

The following points should be looked for on shop drawings:

Brand name and number

Quantity

Finish

Keying

- Keyed alike
- Master
- Grand Master
- Coordination with building hardware
  - Finish
  - Cylinder and keying blanks

Hardware detailed on shop drawings:

Location and clearances

Height of locks and backsets

Number of hinges and spacing. If doors in flush or decorative paneling, check elevations.

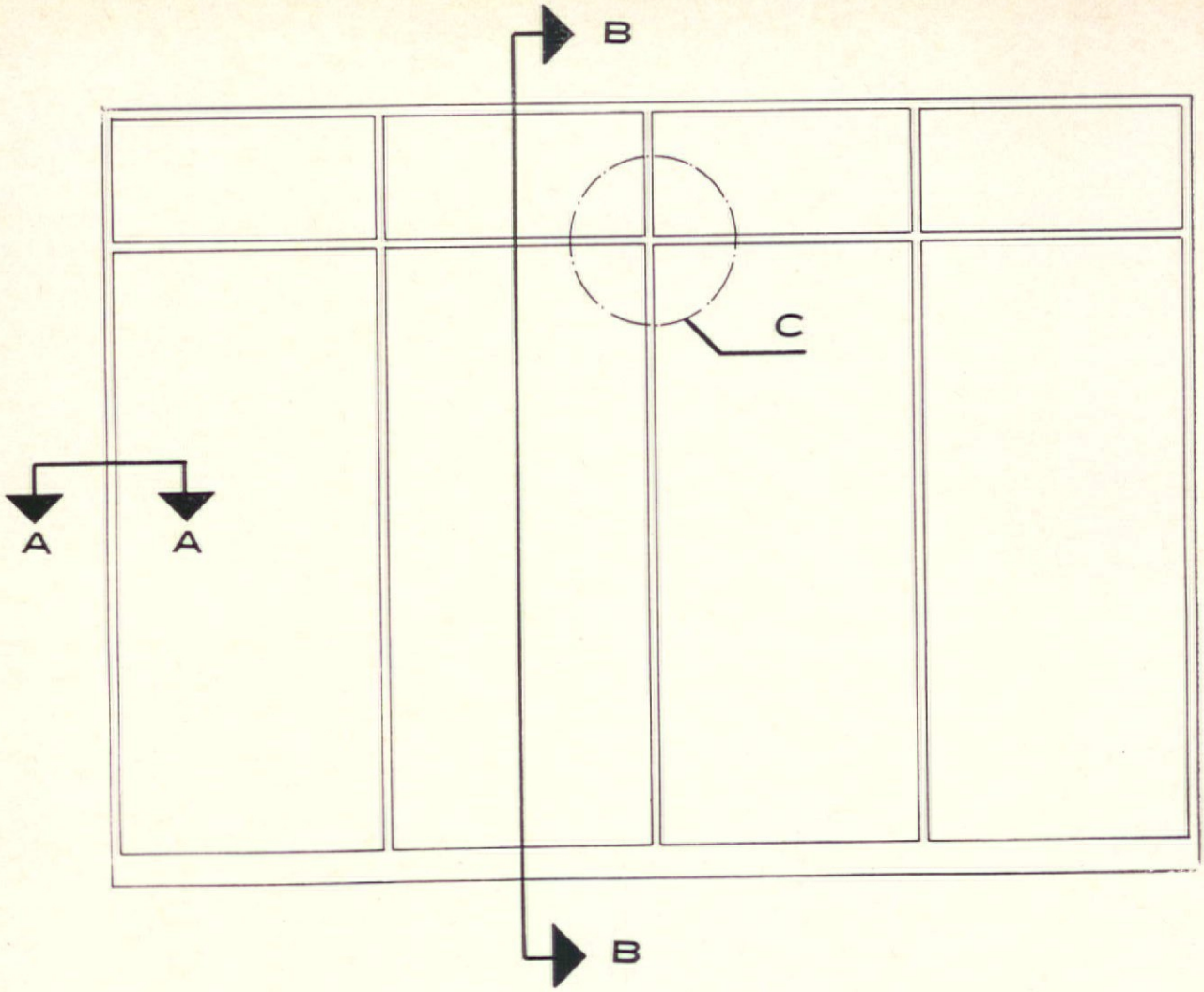
- Three hinges for a seven- to eight-foot, 1¾-inch thick door.
- Four hinges for doors more than eight feet high or more than 1¾ inches in thickness.

Double doors

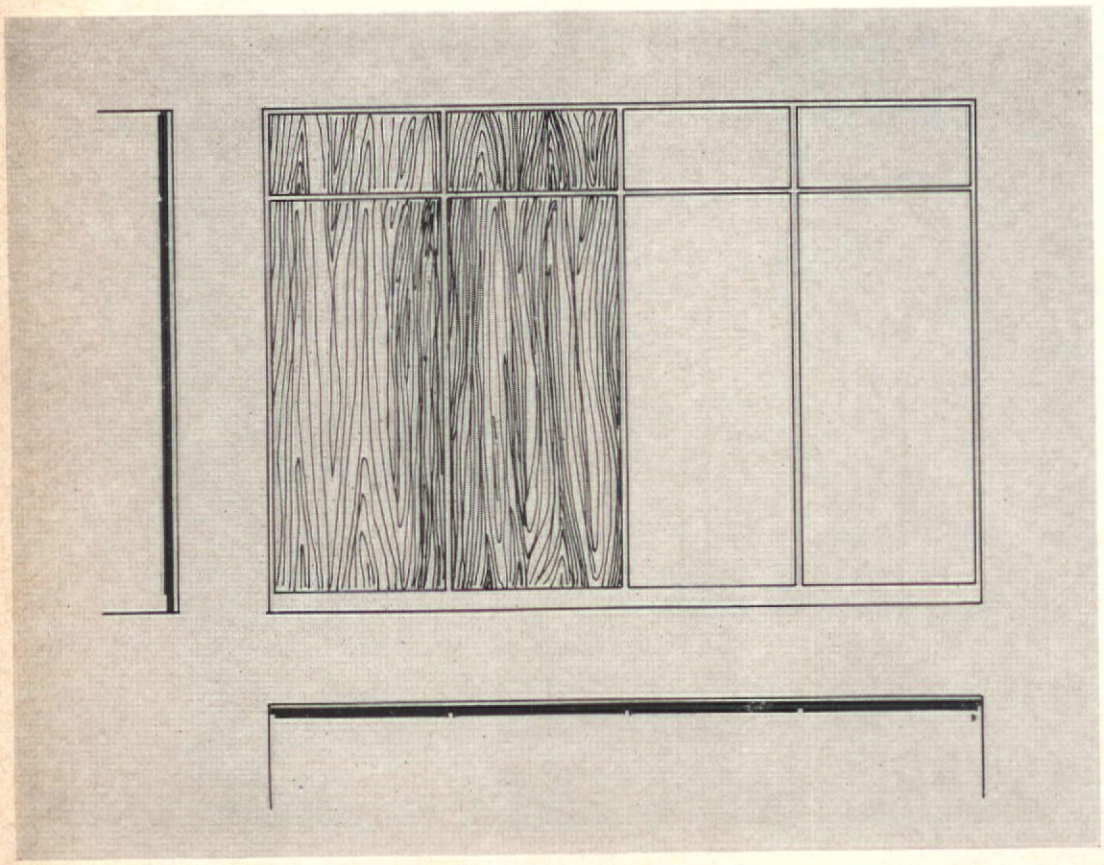
- Hinges
- Closers
- Stops
- Dummy trim
- Which leaf active; right-hand door in direction of traffic.
- Flush bolts; rustproof bottom socket. Check hardware in carpeted area; special provisions must be made for installation of hardware if carpeting unravels easily.

Closers

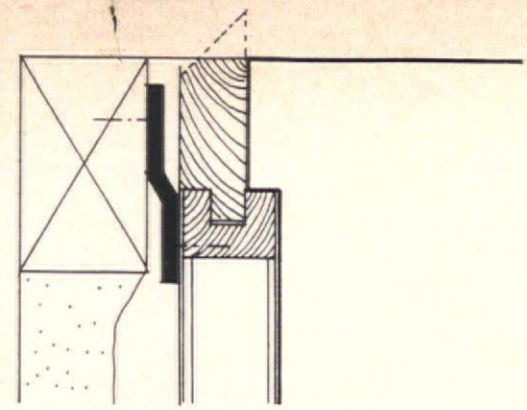
- If closer in floor, check floor conditions. Note a four-inch clearance is required below surface of finished floor for cement casing of closer. Check manufacturer's hardware drawing.
  - Extended spindle 1½ inch required for carpeted floors.
  - Concealed closers: check all clearances and manufacturer's hardware drawing against door conditions.

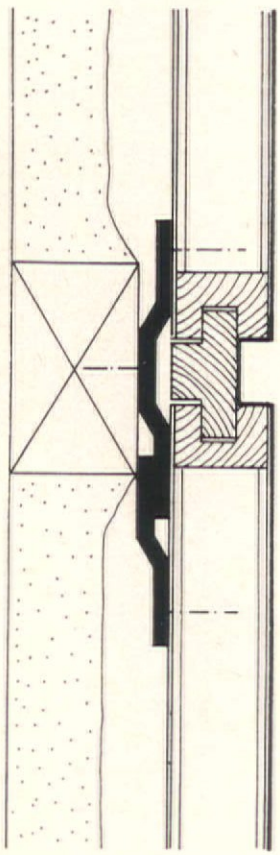


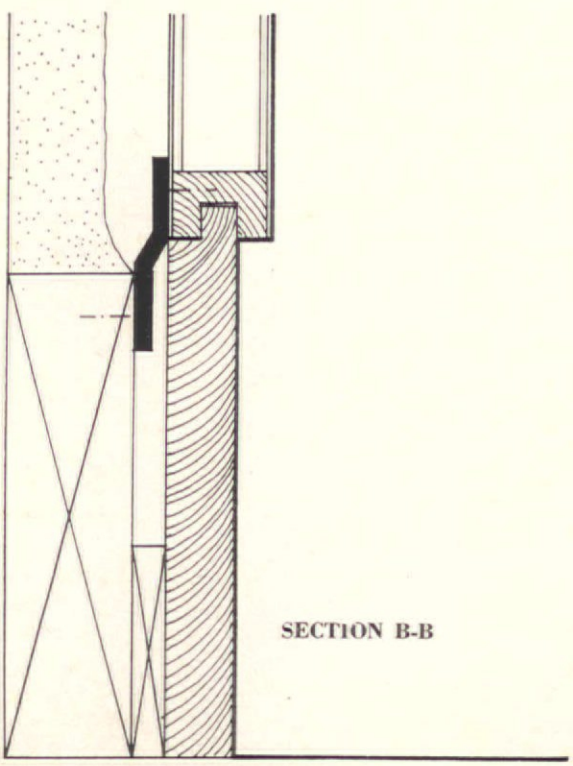
SHOP DRAWINGS



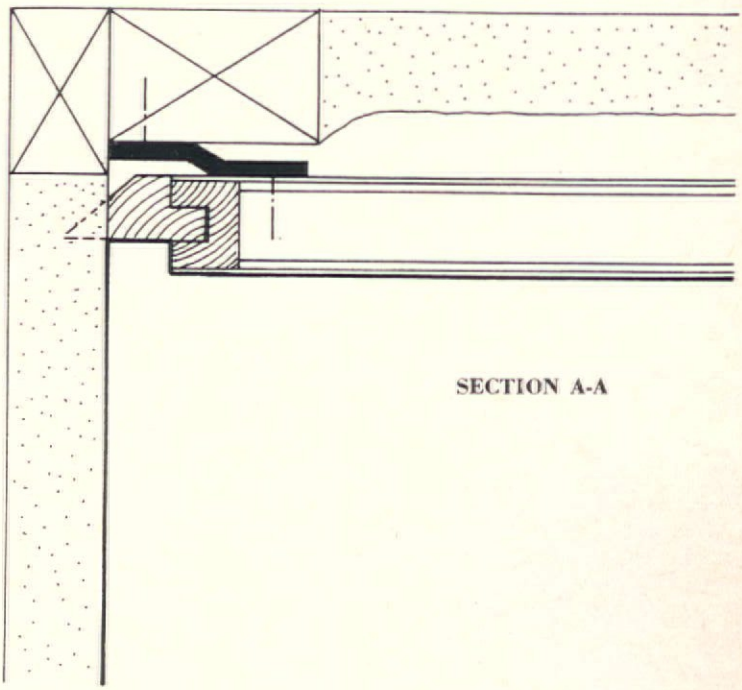
Drawings on this page show the differences between the designer's drawing and the contractor's detailing—or shop drawings. At right, the designer submitted this elevation of wall paneling with vertical section at the far left and plan at the bottom. It was translated by the woodworker into the shop drawing above, along with details and sections on the opposite page.





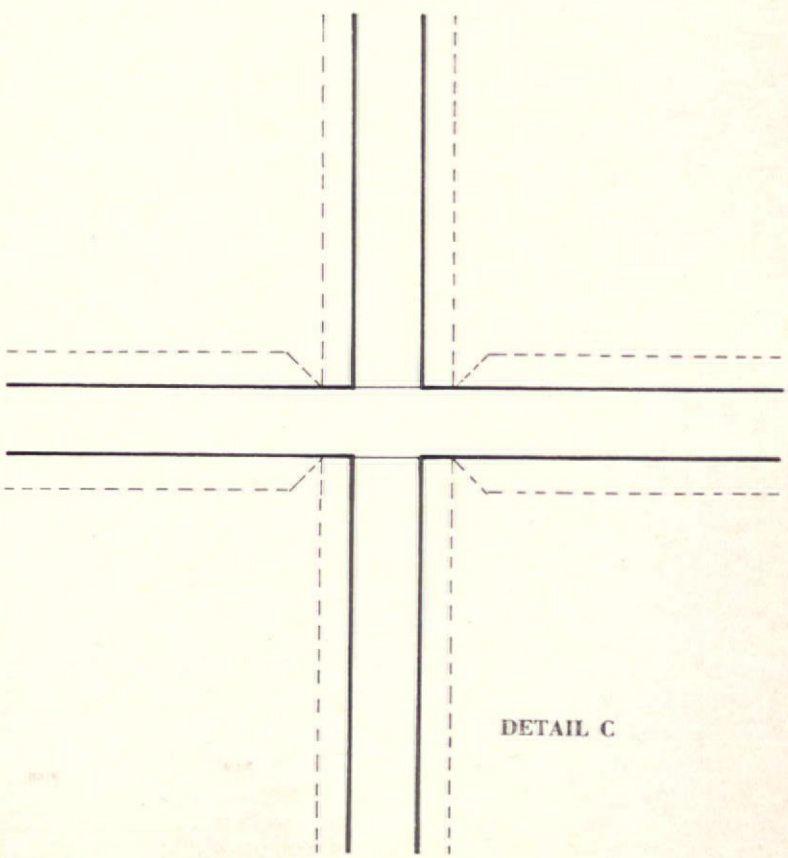


SECTION B-B

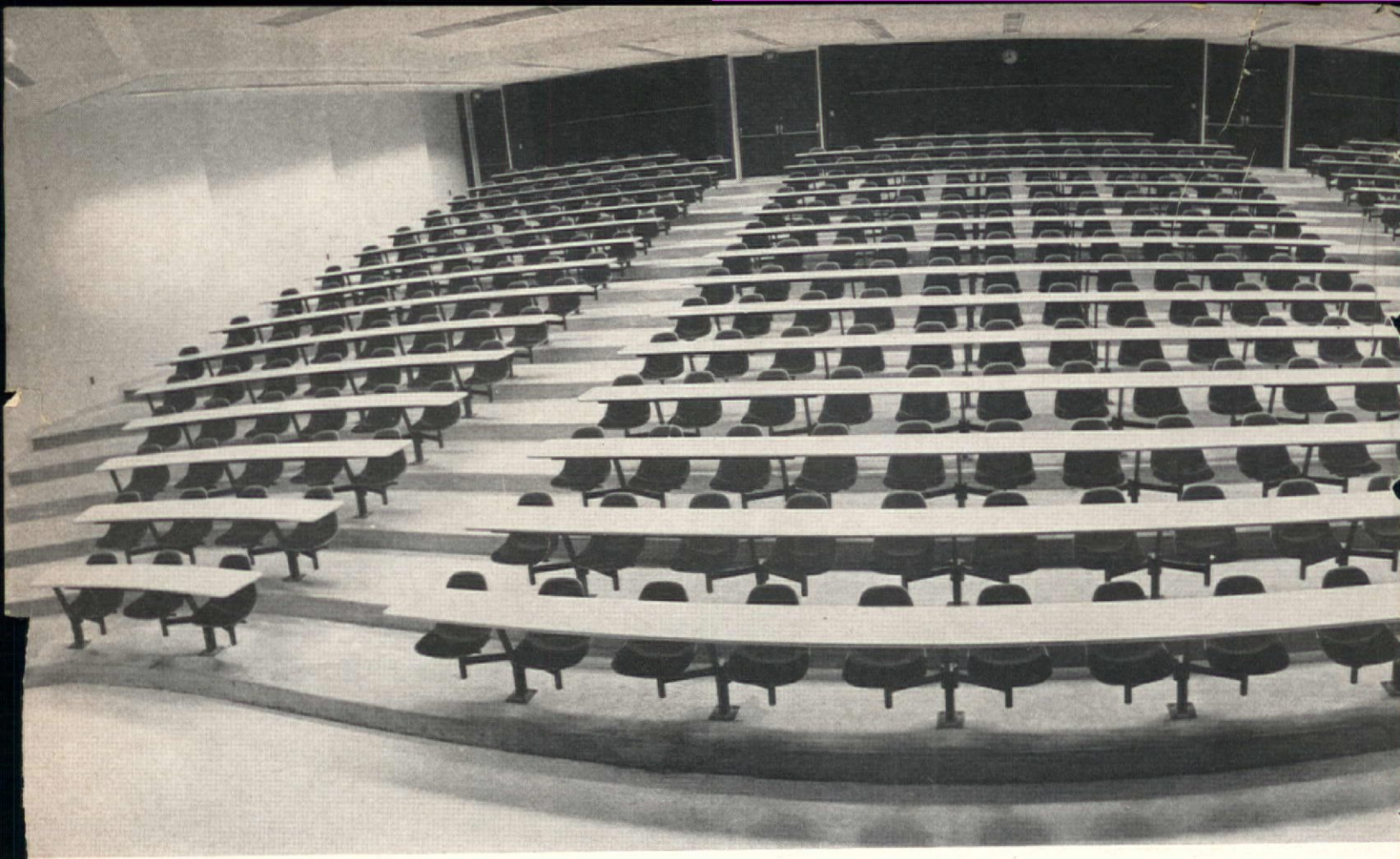


SECTION A-A

Keyed to the woodworker's drawing on the opposite page, section A-A shows corner of the room where paneling meets plaster; vertical section B-B indicates location of wood grounds and clips for application of paneling; detail C shows shadow line with ¾-inch hardwood recess around all panels. Woodworker's details are reproduced here at 2/3 of original size.



DETAIL C



NEW LECTURE HALL SEATING AT SUNY

Five years in the making, Integral Seating combines the best of pedestal chairs and loose chairs; it passes the test in flying colors at three state universities

THERE'S a new look at several State University of New York lecture halls, and it revolves around a fixed chair that operates like a loose one. This new lecture hall system is called Integral Seating—a more than happy compromise between fixed pedestal seating and loose chairs in that the advantages of both are deftly incorporated.

Individual chairs move in and cut, swivel and tilt. They store automatically beneath the table when unoccupied, and because of the few connections, maintenance is greatly facilitated and breakage minimized. Faculty members move freely through the aisles, working next to individual students—formerly impossible with fixed tablet-arm seating. Each student is able to adjust his seat to a comfortable writing distance, and chairs are generously spaced a full 27 inches apart, from the center of one to the center of the next.

The chair mechanisms are contained in one central floor-anchored housing from which are cantilevered both a steel support for the continuous table top and a retracting-arm support for the seats. The housing contains two self-returning, spring-loaded pivot mechanisms, each one of which operates and controls a seat. The device is encased in a substantial but handsome iron unit. Painted dark gray, it contrasts with the neutral gray high-pressure laminate writing surface of the table top that is edged with a protective vinyl.

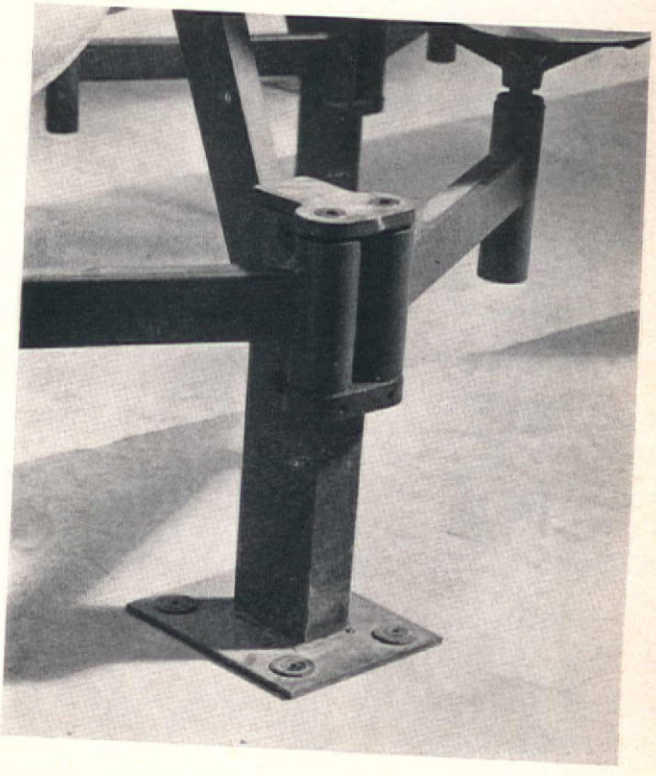
Integral Seating was developed by Herman Miller, Inc., according to specifications set up by State University of New York after five years of research by the university's architectural facilities office, working in close cooperation with manufacturers. Upshot of the studies revealed several deficiencies in seating, such as inadequate writing space, uncomfortable seats, poor spacing and arrangement between seats and between seats and desks. The result, after its own experimentation, human factors research, and actual full-scale mock-ups, is Herman Miller's solution — Integral Seating.

The enormous — and unusual, for both a state university and private industry—expenditure in time, money, and effort will pay off in the long haul, since the system is flexible enough to take all kinds of computerized and other educational aids, thereby obviating obsolescence. Other universities have already expressed interest in Integral Seating. And off-campus sites as well: Integral Seating was just installed at an IBM training center in Washington, D.C.

Installed since September 1966 in lecture halls at Oneonta, Cortland, and Buffalo SUNY campuses, Integral Seating has been a grand success in terms of function. And, hardly unimportant considerations, they are comfortable to use for long periods and are architecturally pleasing. (C)

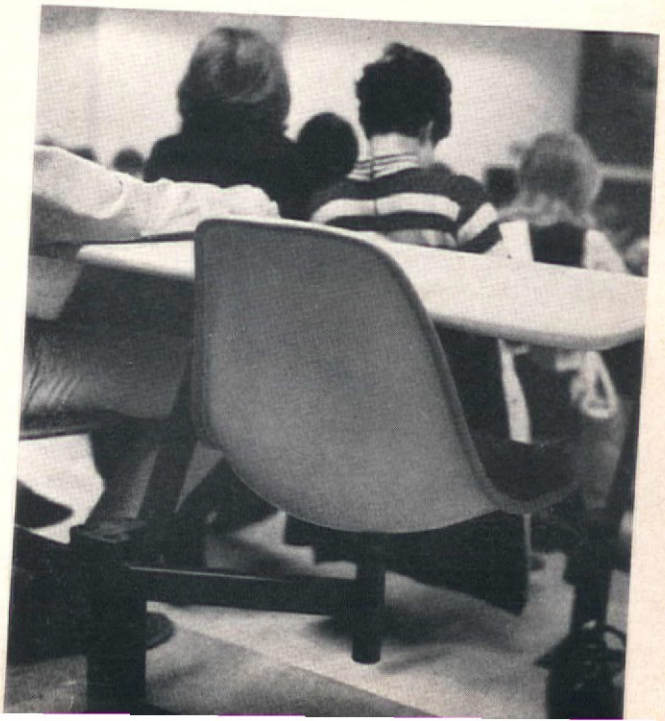








A functional scheme that forms an orderly architectural pattern, Integral Seating has been in use for a full year at three SUNY campuses and passed the practical test with flying colors. The final solution for Integral Seating was arrived at by Herman Miller's project designer Peter Protzmann, along with Robert Blaich, head of Miller's product planning and development group. The basis of the system is the unit detailed in the center right photo. It contains one table support and separate mechanisms for two seats.



VOLUME RENTALS FOR CONTRACT INTERIORS

Macy's and Wholesale Leasing Corp. team up to provide a total furniture and furnishings leasing package, from financing to maintenance. By Louis S. Bing

A NEW force has been born in contract selling, one that offers every type of service in merchandising and finance-leasing to every type of institutional buyer and user. This healthy offspring is the result of a successful marriage between R. H. Macy Co. and Wholesale Leasing Corp. Geared primarily to serve the Metropolitan New York City area as well as New York State, the team is also equipped to take on any job anywhere in the country.

Wholesale Leasing serves as Macy's operation for large-scale contracts, while smaller projects are handled through Macy's own store buyers and facilities. Large contracts—for hotels, motels, offices, banks, hospitals, government agencies, corporations, dormitories, showroom display areas, nursing homes, restaurants—are funneled from Macy's to Wholesale Leasing, with mutually exclusive arrangements on both sides.

Initial, continuing services

With the broad, background of Wholesale Leasing plus Macy's wide coverage of the market, this combination is singularly equipped to perform a complete service to clients. Not only does it provide the usual furnishings, such as furniture, rugs, draperies, lamps, and decorative accessories, but also an equivalent service for appliances and entertainment equipment, especially portable black and white television sets, air conditioning, ice-cube producing refrigeration, and other electronic equipment. Further service is offered on interior sound systems, TV antenna erection and maintenance, call-paging systems, closed circuit TV, stereo installations, and other communication aids. In addition, "soft goods" merchandise, such as blankets, bedspreads, linens, are available.

Beyond original installations, a service of reorder supply and of equipment maintenance is offered to long-term clients. A special contracted operation for annual maintenance of carpeting, by making regularly scheduled visits to clean, wash, and spot floor coverings, is provided. A large volume of business also results from replacement merchandise. With an estimated life of five years on rugs, bedding and upholstered furniture, seven years on casegoods, and ten years on steel furniture, there is constant demand for replacements. Soft goods must be replenished more frequently.

Flexibility through affiliation

The affiliation of Macy and Wholesale Leasing Corp. is nearing its third year. Wholesale Leasing is a wholly independent company and has a successful history of operations in contract sales and leasing of furnishings and electronic equipment. With its three separate offices at 40 East 34 Street, New York City, in Albany, and on the ninth floor in Macy's Herald Square store in New York City, Wholesale gives thorough attention to the selling of its full-time corps of outside salesmen and the many problems peculiar to large-scale commercial/institutional furnishings. Compensation for Macy's is in the customary manner of a leased store department with a steady income from the overall sales of its affiliate.

Great flexibility of operation results from this happy partnership. Starting with design, Wholesale Leasing employs members of AID, NSID, and others to execute plans for use of space, color relationships, and schedules of purchasing. At this point, these plans can result in an automatic order for Wholesale Leasing, or let out for competitive bidding.

Wholesale Leasing buys the best available merchandise on the open market, following trends and sources to obtain the right lines and items for the right jobs. As a franchised agent for Globe Wernicke office equipment, Wholesale often uses this fine line as the foundation of many large office installations. In most instances, standard pieces in all lines are used, although frequently there is opportunity for special cuttings of exclusive designs on 200 units or more per order.

Reciprocal advantages to Macy's and Wholesale come from a pool buying. On occasion, the contract division takes materials from Macy's stocks; at other times, retail buyers call Wholesale Leasing's office for aid and information on special orders. In many transactions, the leverage of Macy's large purchasing power is available to get substantial market values. Since almost all institutional shipments are direct to on-the-spot factory delivery, Macy's warehouses and delivery equipment are infrequently used. For this purpose, Wholesale Leasing maintains a permanent work force for installations in the Albany area, and relies on contract installers and haulers as needed in other regions.

Financial aid to clients

Unique strength comes from financial arrangements that can be negotiated with Macy/Wholesale Leasing. If required, payment can be made on conditional sales contracts, carried by the selling organization themselves for periods of from three to five years duration. This facility is only on the merchandise purchased directly from Macy/Wholesale Leasing Corp. Ultimate advantages accrue when contracts reach expiration date, as arrangements can then be made for extension of payments, of for an adjustment for credit on the value of the original merchandise along with a renewal program of designs for future service. With terms adjusted to the requirements of purchasers, and with a merchandise disposal program in line with current fair market prices, purchasers become lessees, and are assured of up-to-date furnishings and the latest model appliances and so on equipment at all times.

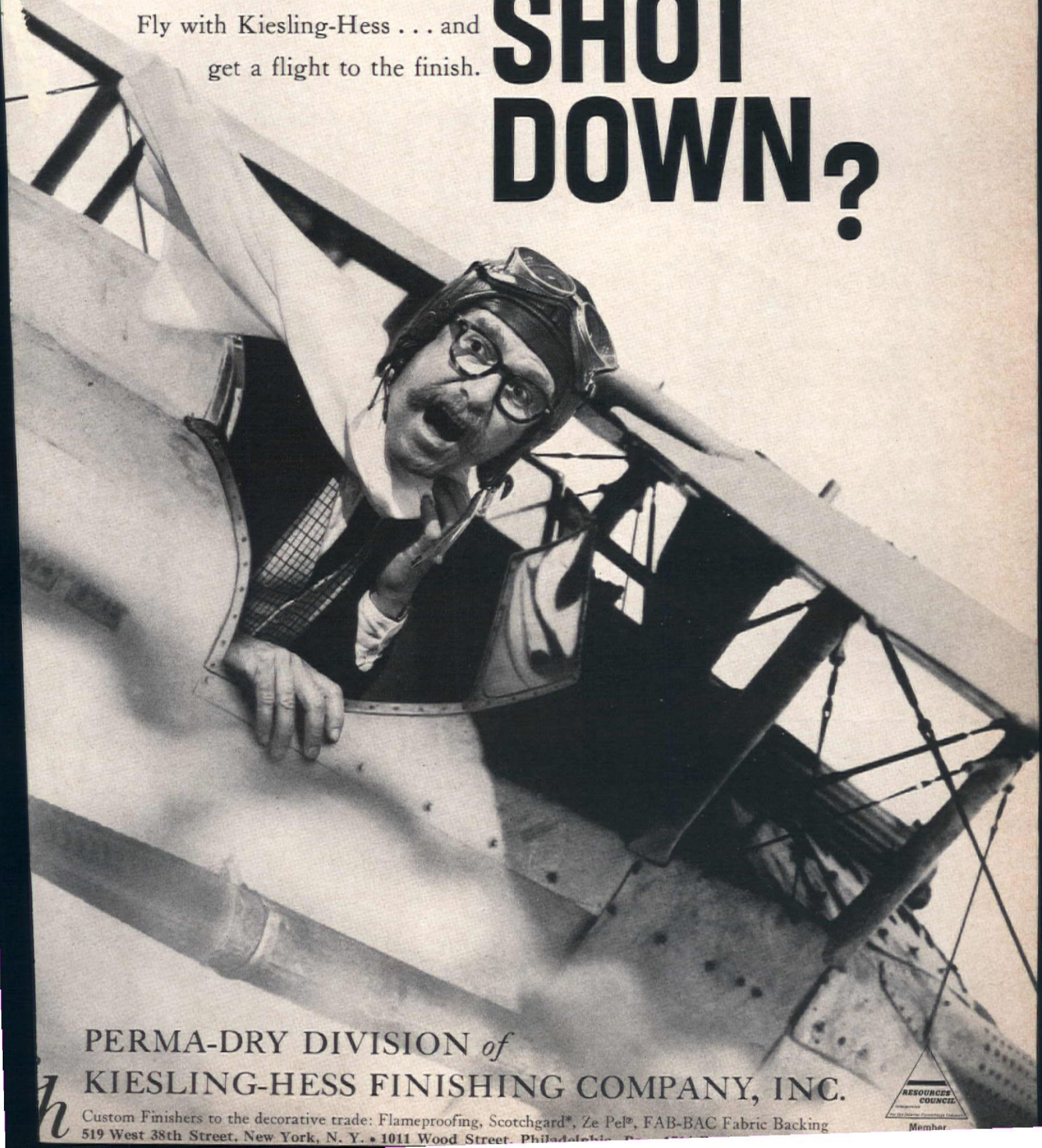
Management of this combination of businesses in under Harold Gabril, president of Wholesale Leasing C. Jack Schwartz, vice president of the New York office, was trained in retail furniture distribution through ownership of his own business and through training in contract furnishings sales. Ronald Richardson, president of the Albany office, has complementary experience in the financing, and marketing of electronic and communications equipment.

Circle No. 114 on product card facing

You're the ace, with a row of beautiful contracts chalked up. But this time, in the heat of the kill, you let a cut-rate finisher fly wing for you. He stalled out on delivery, the fabric shrank and you and your contract were downed in flames. Shot down by your own wingman! Next time, let Kiesling-Hess handle the mission — you and your schedule — with topflight wingmanship. Only K-H has complete finishing facilities on both coasts; only K-H provides expert 24-hour service . . . every time. And that goes for any finish, from Scotchgard* Stain Repeller or Ze Pel® to Flameproofing. Choose the fastest, and fastest-growing, finisher in the country.

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HANDIWORK BY THE HANDICAPPED

THE contract furniture industry is making a sizable contribution to the National Employ the Handicapped Program and very few know about it. Employing persons with a variety of physical and mental problems has become something of a favorite public-service program with a growing number of manufacturers, according to Leo Axelrod, a furniture manufacturer himself and president of World Committee on Employment of the Handicapped.

At Empire Furniture Factory & Rattan Works in Coral Gables, Florida, Axelrod is manufacturing fine furniture for use in the smartest hotels and homes. Yet users of the furniture would never imagine that the pieces were made by handicapped persons who originally knew nothing about furniture making.

The modest factory was started by Axelrod's son, Edward, who was himself handicapped and in a wheelchair. After Edward's death in 1948, his father and mother continued his work and expanded it. Today, every employee at Empire is handicapped in one way or another, and some are recent Cuban refugees who speak little or no English.

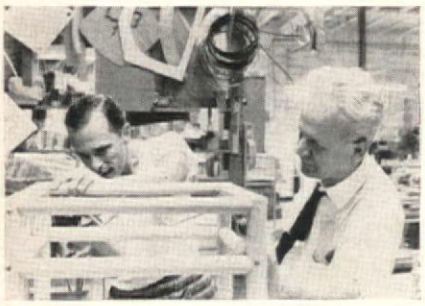
"A handicapped person can be more valuable than a non-handicapped person," claims Axelrod. The trick, he says, is to take from each what skill he has and ignore the disability. This is not always easy, because none of the workers ever did work of this kind before. Until recently, Axelrod had to conduct a continual training class in order to put new people on the payroll.

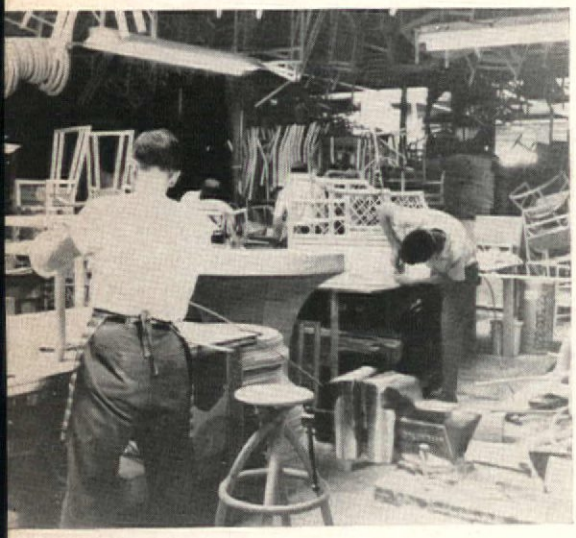
During this early training period when almost every worker was new at his job, Empire had one of the highest accident rates in the nation for plants of its kind. Today it is rated lowest in the nation for accident compensation cases. Once trained, these workers, many of whom could not be productive in any manner any place else, are "enthusiastic, eager, loyal, and really want to—and have to—work."

Axelrod readily admits that there are drawbacks. "The emotional climate is not always what it should be and there are occasional petty quarrels over virtually nothing. They can't read plans, some of them are even illiterate, so there are hundreds of models and sample parts in the factory for them to work from. Labor costs are generally higher overall because of slowness." Yet despite the disadvantages, Axelrod feels that his profits are "normal," although the factory is not run basically for profits.

Empire's products were originally sold only to single buyers, decorators and such department stores as Burdines and Jordan Marsh. With all the hand features and the higher labor cost, Axelrod thought that his rightful market was the specialty field. Slowly Empire accepted larger and larger contract orders as designers looked more and more for custom manufacturers to produce furniture to exact specifications. Because it is a hand oriented rather than a machine-oriented plant, Empire is suited for this type of work. The operation offers the flexibility required for custom orders.

Today, deep in contract work, Empire receives orders from top designers throughout the country, such as Russel Wright and James Merrick Smith. In fact, Empire recently supplied a very large order for interior designer Henry End, for the new and elegant Nassau Beach Hotel. (C)





Leo Axelrod (at right in uppermost photo) supervises a new worker at Empire while others (immediately above) assemble rattan chairs. From this modest plant, a sizable order was recently shipped (right) to the Nassau Beach Hotel for interior designer Henry End.





BELGIAN LINEN

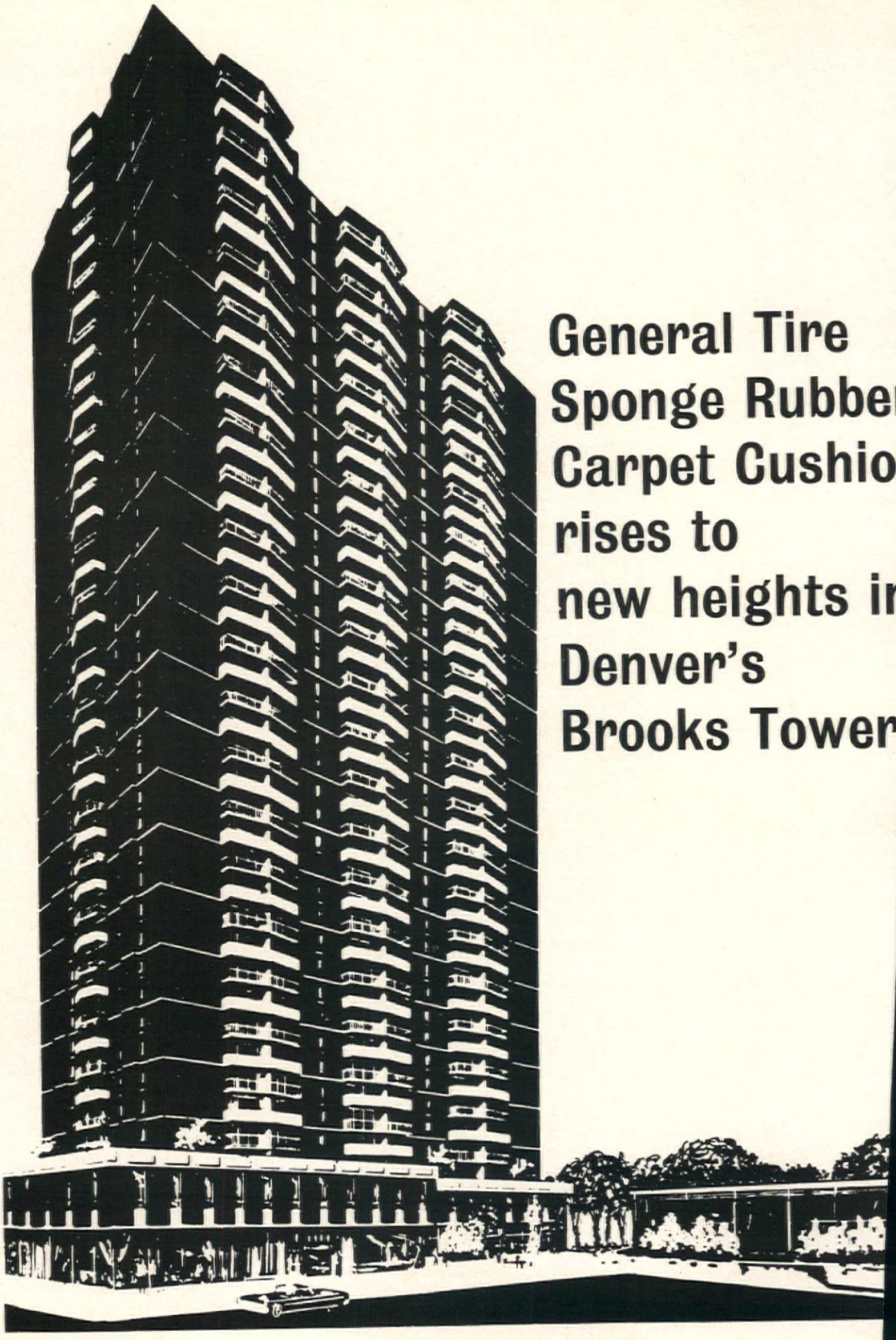
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PAVILION OF BELGIUM AT CANADA'S EXPO '67 is one of the most beautiful and buildings at Expo. This executive office is its nerve center, where plans are finalized and V.I.P.'s are d in its spacious reception area.

From the dark red, rough hand-made bricks designed by Brimo-Gevelsteen Briqueteries to the massive esk and contemporary leather chairs by De Coene & Cie, everything was imported from Belgium. Side nels are covered in the Belgian linen of the draperies. Sheer casements shield the window from the outside. The executive's varied interest in art is obvious in his choice of the fascinating painting by René Magritte, nze cock and giant crustacean.

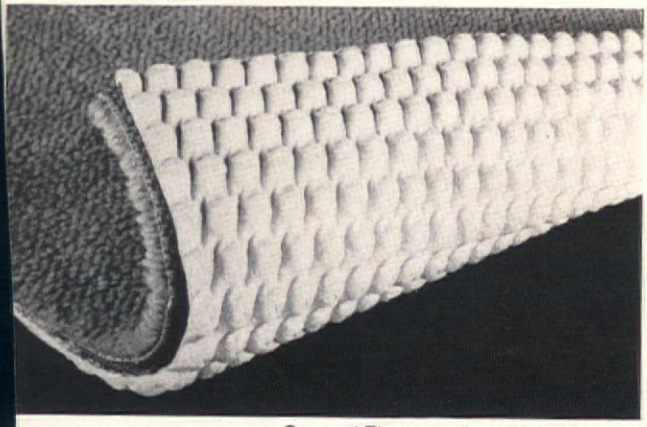
For further information call or write:
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General Tire Sponge Rubber Carpet Cushion rises to new heights in Denver's Brooks Tower

CONT

The Brooks Towers apartment complex, tallest building in Colorado and highest residential structure in the U. S., has spared no detail for tenant comfort and convenience. Such as the 45,000 square yards of genuine General Tire Sponge Rubber Carpet Cushion to complement the luxury and lengthen the service life of Brooks Towers' elegant carpeting. Famous General Tire carpet cushion is unmatched for prestige contract installations, large or small. A full line of quality grades makes specifying fast and easy. For new heights of performance, comfort and quality, choose genuine General Tire Sponge Rubber Carpet Cushion for your next installation.





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GENERAL TIRE

Circle No. 63 on product card facing P. 124

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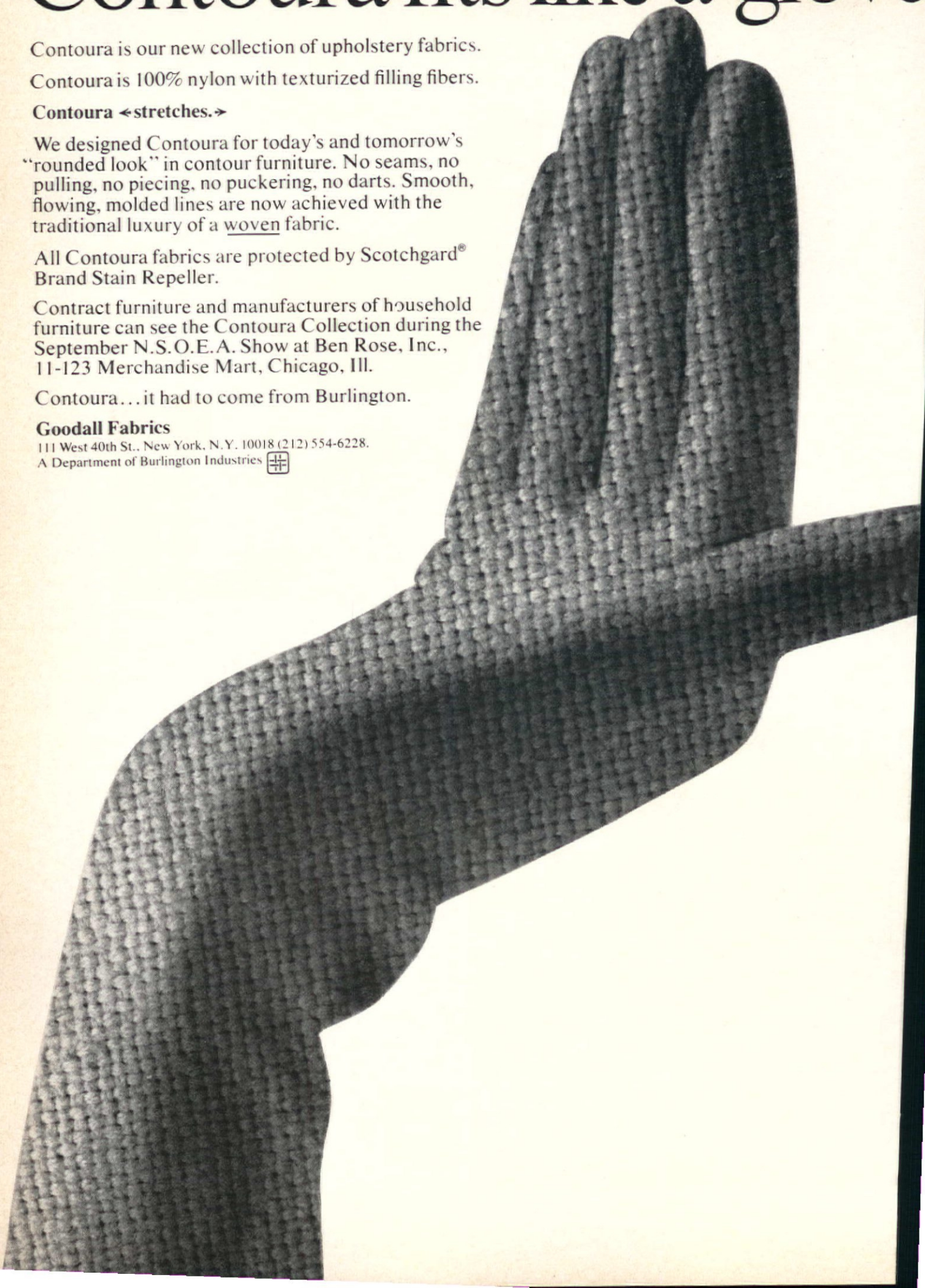
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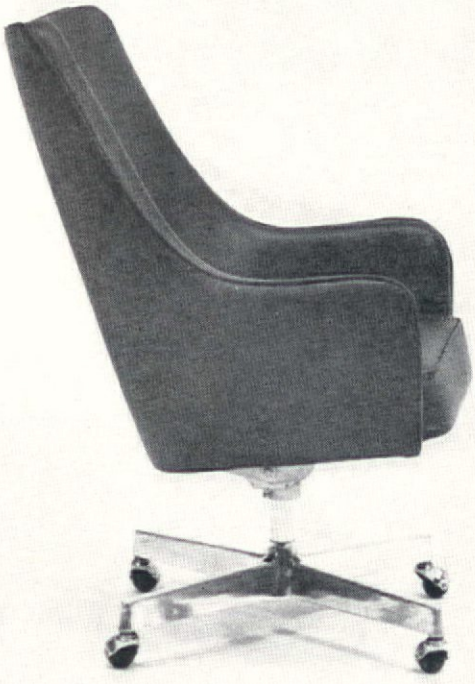


Circle No. 65 on product card facing P. 124

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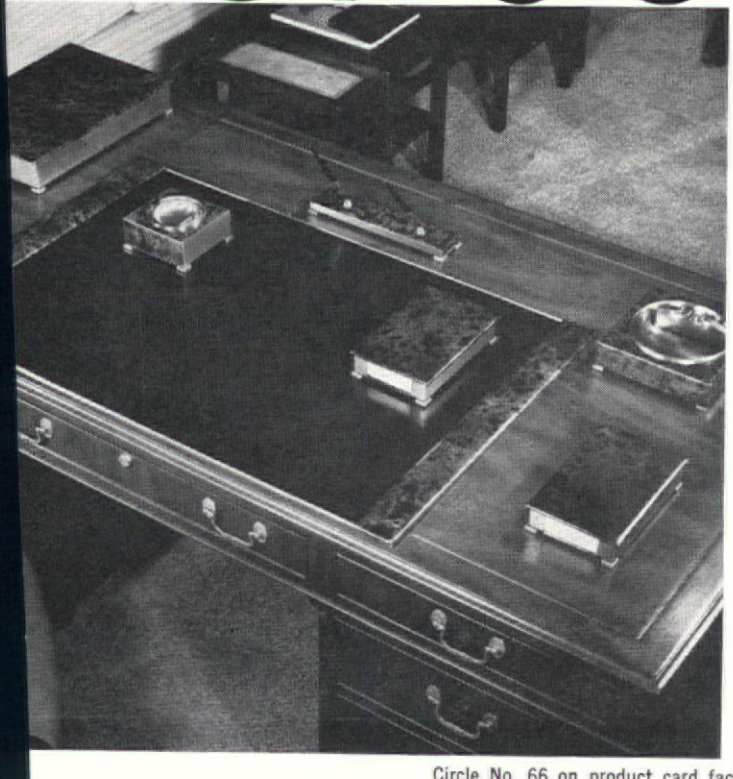
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Circle No. 66 on product card facing P. 124

p. 64 on product card facing P. 124

Oxford Lateral Cabinets fit beautifully in the most unexpected ways

Versatility—in color, in space, in function—is the key to cabinet planning in contemporary office design.

In color, Oxford Laterals free you from drab, traditional office hues. You can choose from 12 colors, plus 2-tone combinations—or, on special order, any color you specify. And there's a 2-drawer executive model in oiled walnut.

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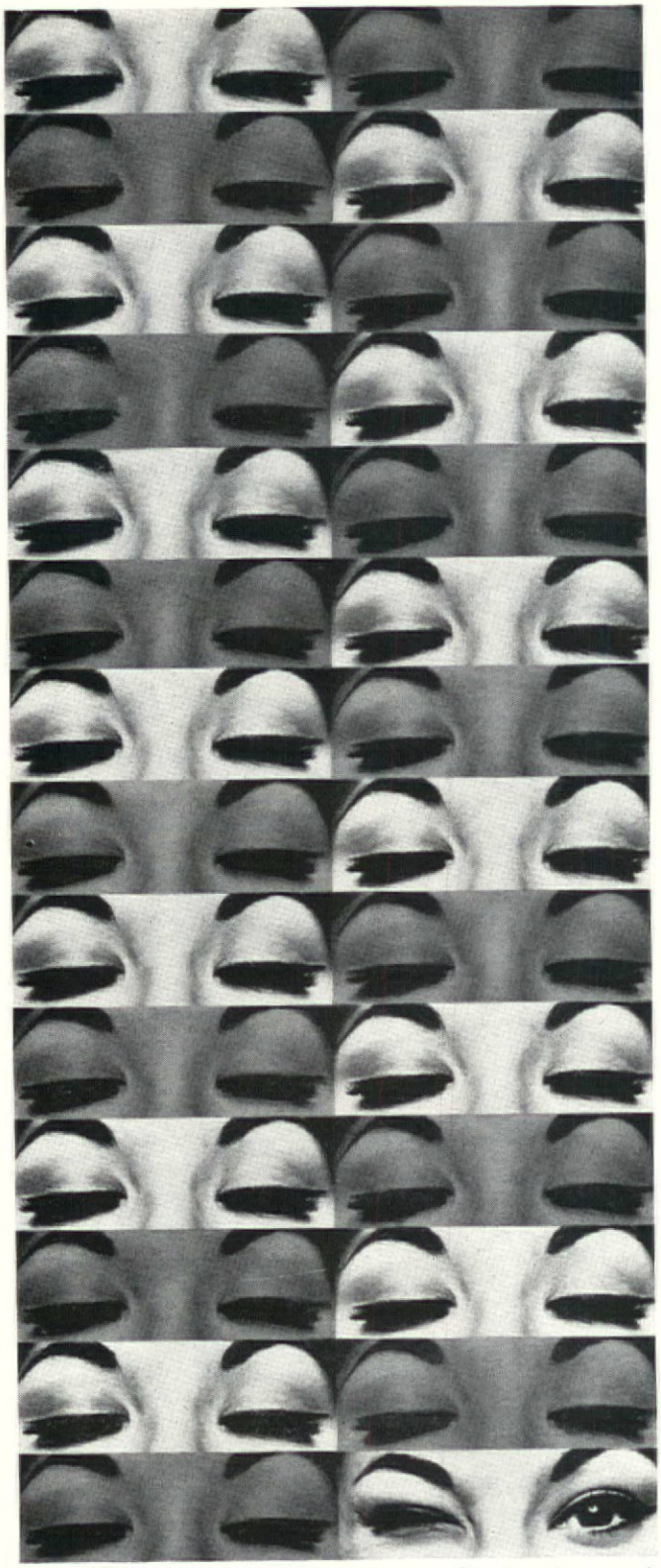
No wonder Oxford Lateral Cabinets are s
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Circle No. 68 on product card facing P. 124

HAND PRINTS BY DE SOTO A COMPREHENSIVE NEW SOURCE FOR DECORATORS

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The designers' imaginations and agents have roamed the world for design sources and color applications. Included in the collection are also contemporary adaptations of originals from the Smithsonian Institution, and both early American and Victorian-based designs.

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Hand Prints by DeSoto include foils, gravure silks, pearlescents and flocks.

They are available through exclusive decorator channels, and may be seen at leading showrooms.

The artistic and technical skills of DeSoto are available to interior designers for custom designs and documentary reproductions.

Also available are special colorings of this collection. Production and pricing information on request.

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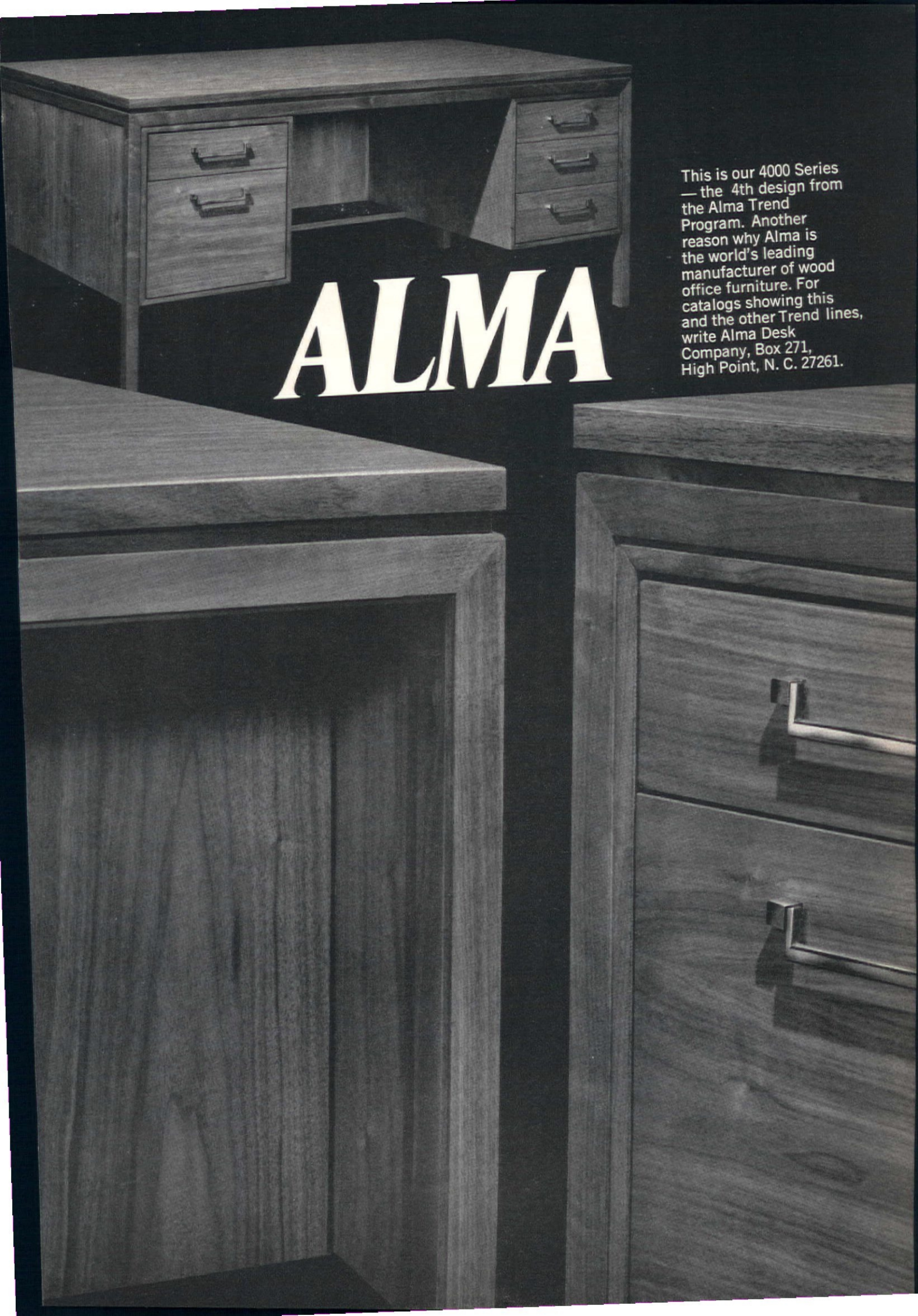
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Circle No. 69 on product card facing P. 124

← Circle No. 67 on product card

Circle No. 70 on produc


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Circle No. 71 on product card facing P. 124

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All-Steel



Circle No. 72 on product card facing P. 124



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Modulus is a new collection combining Troy's traditionally fine contract-rated craftsmanship with a contemporary design flair. True modular components allow space arrangements **á discrétion.** Blend the perfect grouping of chair units, tables and settees. Curve them, make H-shapes, cartwheels or Z-shapes. Modulus gives you total freedom for creative space utilization. Seats are richly upholstered foam rubber with anatomically curved backs for extra comfort. Ask your Troy representative or write for information.

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Circle No. 73 on product card facing P. 124

Circle No. 74 on product card facing



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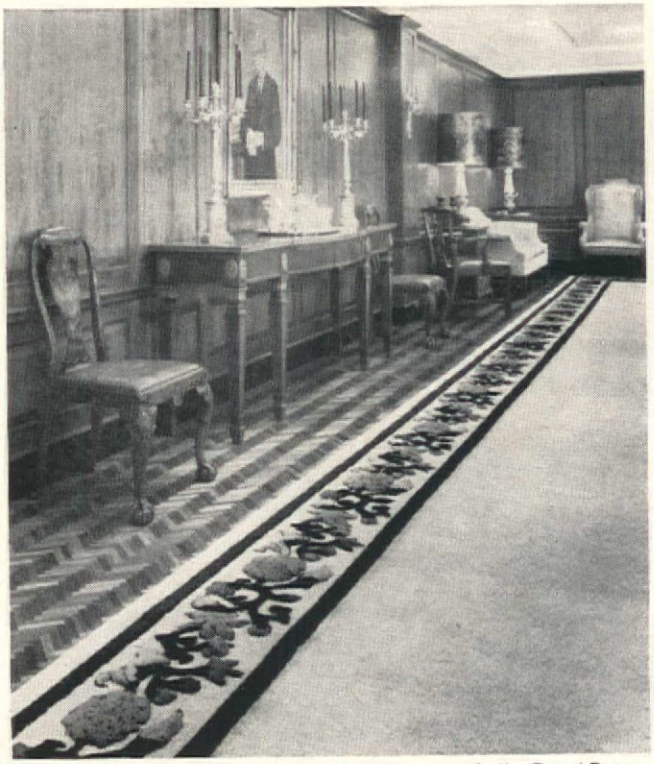
The stately
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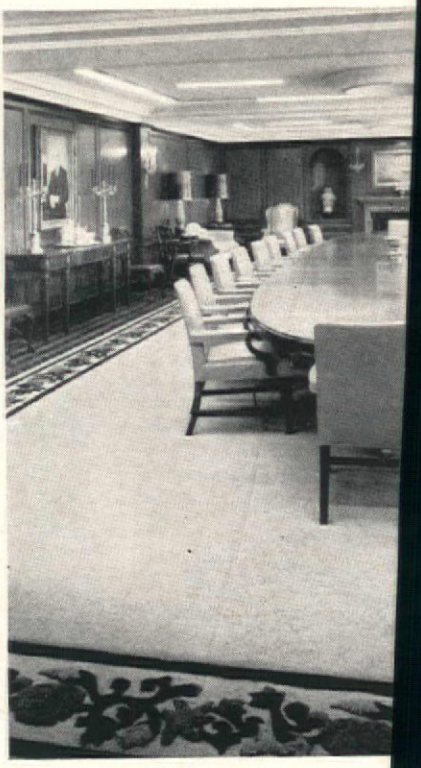
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Circle No. 75 on product card facing P. 124

Circle No. 76 on product card facing

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Designers, planners, architects, and decorators are constantly faced with the problem of space utilization. Space is at a premium everywhere, in the home, the office, the library. We at Hardwood House decided a long time ago to devote ourselves to coming up with solutions to this ever-increasing problem.

Our idea: to put the existing walls to work, both functionally and beautifully. Our entire line of fine furniture has been thoughtfully planned and skillfully crafted. We call it The Space Savers. And that is exactly what our furniture does.



Space Saver Component Wall System: The Hardwood House wall system can transform an ordinary room into a functional working area through vertical space creating. It is portable, can be easily mounted and dismounted. It stacks up, is completely adjustable, will not mar walls, floors, or ceilings. The S/S Component Wall System has three basic supports, unique free standing wood standards, new extruded aluminum poles and wall mounted brackets, for support.

We offer over one hundred individual cabinets in contemporary and traditional styling, available in these modules, 18, 30, 36", with two depths: 14 and 18½".

In conjunction with our wall system, we offer a series of desks and tables in three finishes which can combine with the units to create executive and clerical work spaces.

In addition, the Hardwood House component line includes a series of wardrobes and Murphy beds which can be installed as part of the Space Saver Component Wall System.

Space Saver Conference Tables: The Hardwood House line of conference tables includes three basic designs with wood and metal legs in a score of sizes up to twenty-four feet long, and available in three walnut finishes. Plastic top available at no extra charge. On special order, our tables are available in exotic woods, such as, Rosewood, Teakwood. and Oak.

Space Saver Desks & Credenzas: A desk is not just a desk to us. To our way of thinking, a desk should be attractive, functional, and have an aura of quiet dignity. We have designed our entire line to reflect the harmony of the executive office interior.

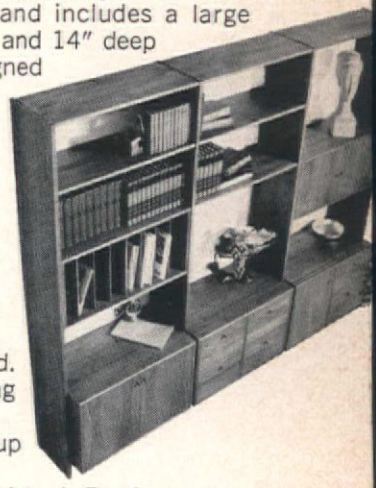


Each detail in our workmanship is a proud part of every step in the manufacture of Hardwood House Furniture: careful selection of only the finest woods, hand-rubbing, hand finish, well-constructed drawer interiors of solid oak, gliding on ball-bearing suspensions, file drawers, operating on full extension slides, plus many other fine furniture detailing.



Hardwood House desks and credenzas can be arranged in numerous imaginative ways to fulfill the many needs of the contemporary office.

Space Saver Library Furniture: Our *Libra* line of executive library furniture eliminates the need for built-in shelving and cabinets by offering flexibility for present and future needs. The Hardwood House *Libra* Series is pre-engineered and pre-finished, and includes a large choice of 10" and 14" deep cabinets, designed for installation in units of book shelving from desk height to 84". Like our other Space Savers, *Libra* can easily be erected and dismantled. There is nothing cold about it. The entire group is skillfully crafted and finished. For further details about our Space Savers write Hardwood House, 10 St. James Street, Rochester, New York 14606.



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Circle No. 52 on product card facing P. 124

Circle No. 77 on product card facing

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The rather cold, bare architecture
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System Cado wall panels
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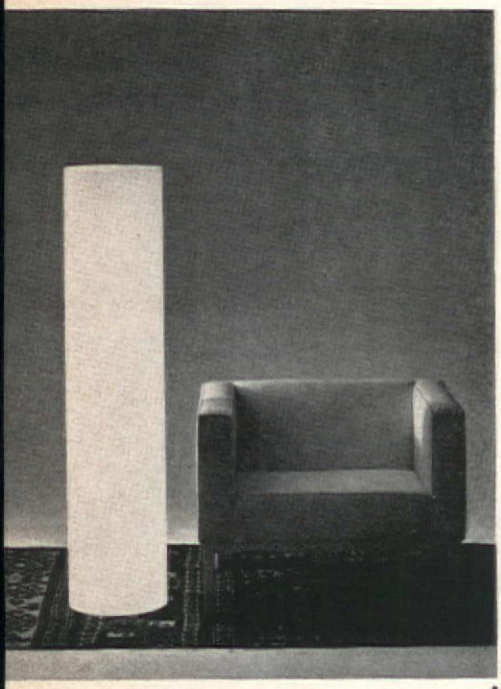


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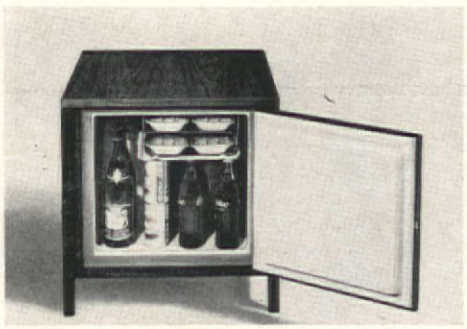
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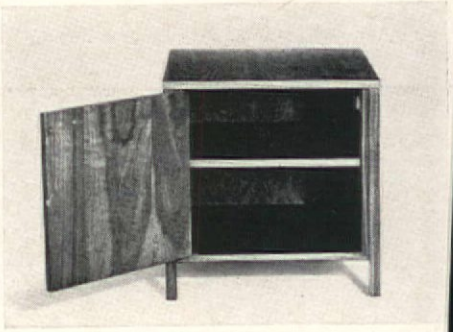
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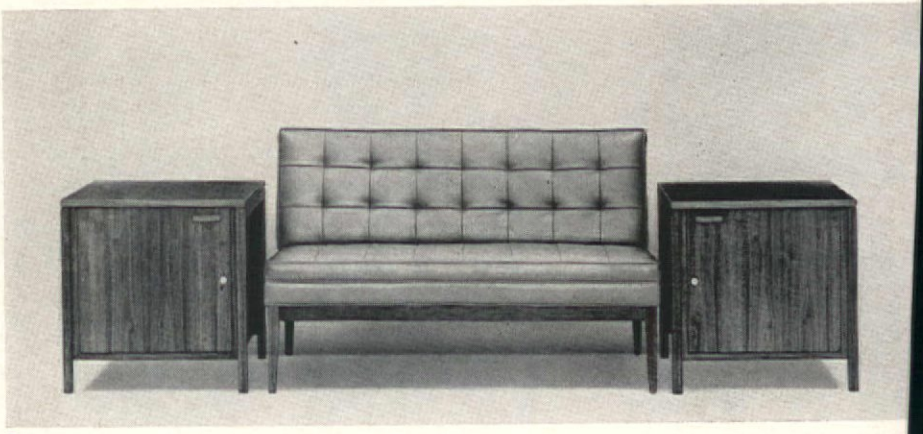
CONTRACT PRODUCTS AND SERVICES



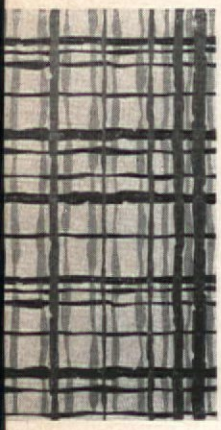
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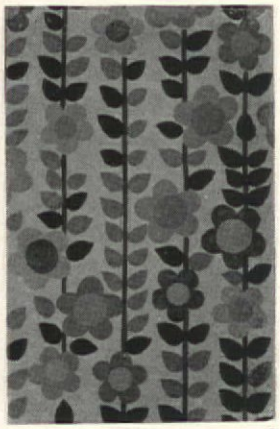






B





C

D



A It looks like an oversize candle, but it is actually a unique floor lamp that is new with Habitat, Inc. The Lumacryl cylinder, 52 inches high and 12 inches in diameter, has a completely closed top. The cylinder lifts to change lamps, and up to 600 watts can be accommodated. Lumacryl is a translucent plastic especially developed by Habitat for lighting. Circle No. 125

B By combining two product developments —the refrigerated cabinet and the Arbatove table—Springer-Penguin has produced an unusual 2-cubic-foot refrigerator table. It measures 24 inches high, 22⅛ inches wide, 25 inches deep. The cabinet is oil or lacquered finish in genuine walnut hardwood; the special Arbatove wood top makes it impervious to cigarette burns, hot plates, and even spilt liquor. A companion non-refrigerated cabinet/table is produced in exactly the same style. Circle No. 126

C Schumacher has issued its first line of wallcoverings made of a newly developed spunbonded olefin fiber produced by Du-Pont. Called Tyvek, it is a durable sheet material made from 100 percent high-density polyethylene fibers by an integ ed spinning and bonding process. I formed by the random distribution of fine continuous fibers that are self-bor by heat and pressure. Tyvek is virtu indestructible and has excellent dim sional stability. Other characteristics herent whiteness; high opacity at weight; smooth compact surface suit for printing, coating, laminating; ins tivity to moisture. To introduce T Schumacher has created a new grou wallcoverings that include Aruba left), a casual plaid in seven color binations, and Penelope (near left four color combinations. Circle No. 1

D An exclusive backrest adjus mechanism and contoured seats and are outstanding features of Steel secretarial chair, model 1377. Five rest positions are easily achieve pressing a button concealed at the edge of the back rest. Both seat backs are padded with soft urethane upholstery choice includes Steelcas rics, elastic vinyl, or vinyl/fabric bination. Circle No. 128

CONT

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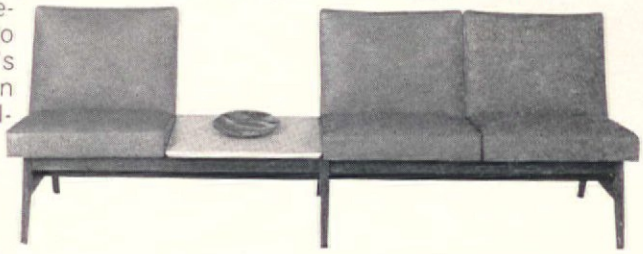


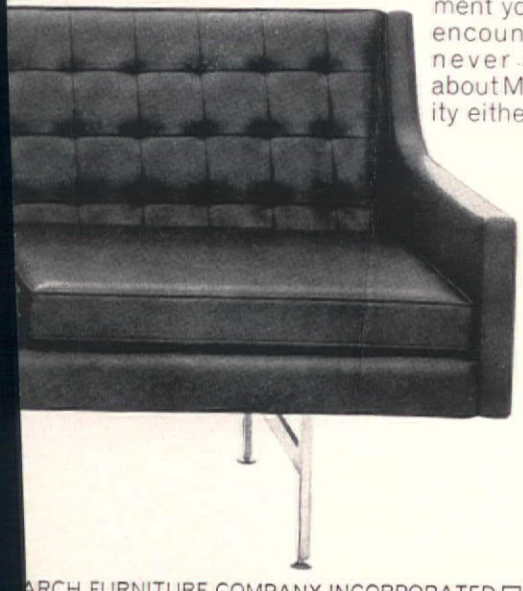


. . . because, to be exact, there are over 1000 different styles, de-ns, shapes, sizes and combina-ns in hundreds of the finest up-stery fabrics you'll find anywhere.

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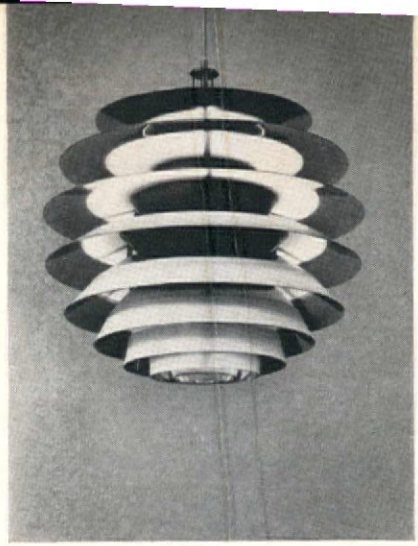


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A



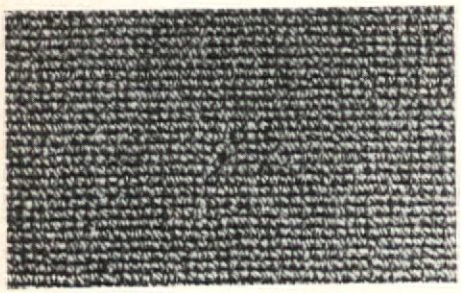


B



C

D



E



A Hanging light fixture designed by Poul Henningsen for Georg Jensen has horizontal shades in polished aluminum and white lacquer, with inner diffusers in red and blue. It measures 17¾ inches in diameter, 15 inches high. Circle No. 129

B The Robin Day Chair design, made by John Stuart International under license from Hille of London, is calculated to fit the maximum range of body sizes. The contour of the chair with its compound curvature creates its own structure and webbed understructure, permitting direct attachment to a versatile group of tubular steel bases without the need of external bracing. Variations and optionals include ganging hook, black plastic-topped arms, pedestal base with casters or glides, tablet arms, and bottom book rack. Five standard seat colors are charcoal, light gray, orange-red, royal blue, olive green, and white. Circle No. 130

C Rosemount Partitions, Inc., has developed a new line of partitions for offices or plants that can be used as permanent or movable walls. Easy to erect, dismantle, and re-erect, the partitions come in four permanent colors and two vinyl woodgrain finishes. A top-grade aluminum extrusion is etched and anodized to give the framework a satin finish. The RPI pa tions are available in a number of wid heights, and styles. Circle No. 131

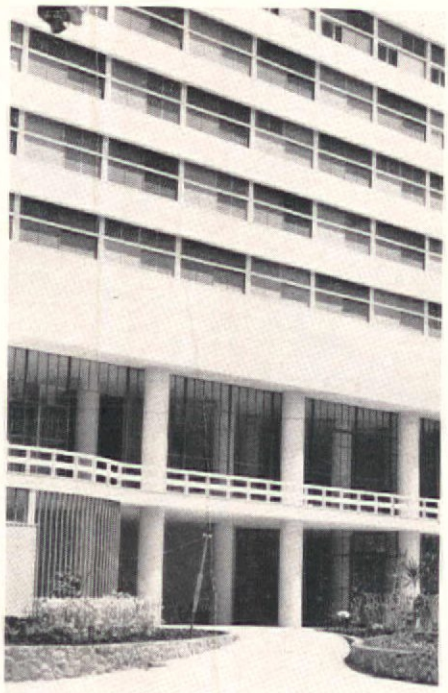
D Bigelow-Sanford is now offering C grain, an acrylic quality in a more level-loop tweed in 13 fresh colors range from Spanish tile to antique b Egyptian gold to dark avocado. C No. 132

E Mark 58 is a new American-styled nish sauna designed in the same ma as the originals from Finland. With addition of an electric heater, it is square-foot, dry-heat bath that wil commodate up to five persons. In walls, benches, flooring, and doo made of kiln-dried redwood that heat, yet adjusts to body temper The exterior is of mahogany veneer sulation is non-burning, poured-in- polyurethane. The heater is place hind a latticed redwood screen, ar neous or volcanic rocks placed on to off temperatures from 60 to 194 d with humidity rated at only 4 to cent. The exterior control panel controlled thermostat, automatic ter ture setting, mechanical timer bell, indicator light, and interior light By Am-Finn Sauna, Inc. Circle N

CONT

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Circle No. 78 on product card facing P. 124

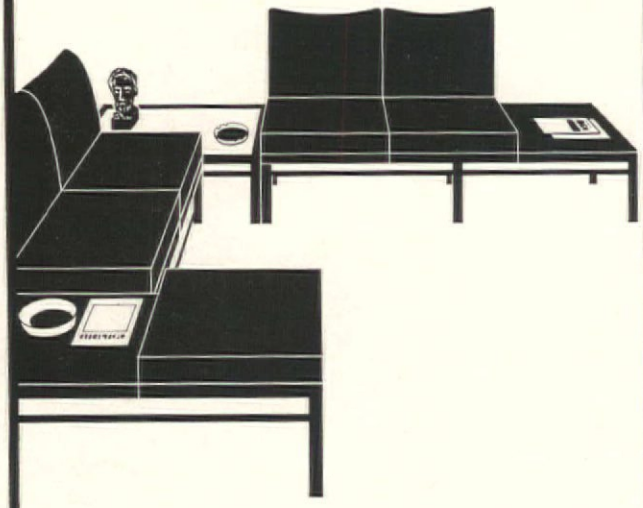
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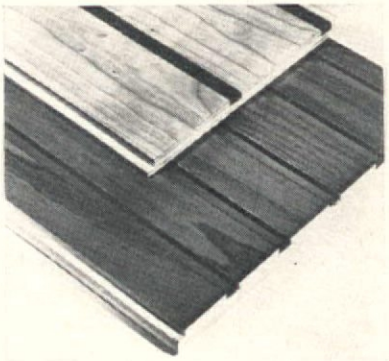
Circle No. 79 on product card facing P. 124

PRODUCTS & SERVICES

CONTINUED

Ionic paneling

Fluting of Greek column is seen in design of U. S. Plywood's Weldwood Ionic paneling with a bold, U-groove system in a variety of space patterns. Black-olive plastic inserts fit into grooves ½ inch wide

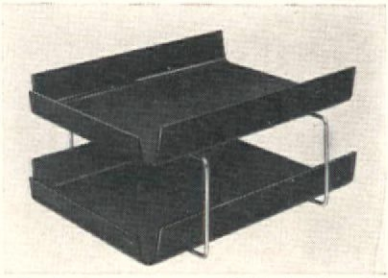


and ¼ inch deep at intervals of 2 inches to 32 inches O.C. Groove construction permits removal of strip for concealed fastening installation. The paneling i available in any hardwood and two finishes—dry film polyester Permagard and conversion varnish

Circle No. 138 on product card facing P. 124

Plastic letter trays

Duk-It (McDonald Products) has designed new lett trays, of sturdy, static-free Cycolac plastic, in fi



colors. Single tray measures 2⅛ inches by 10 inc by 13⅝ inches and can be easily converted to dou or triple tray by use of chrome-plated support ba

Circle No. 139 on product card facing P. 124

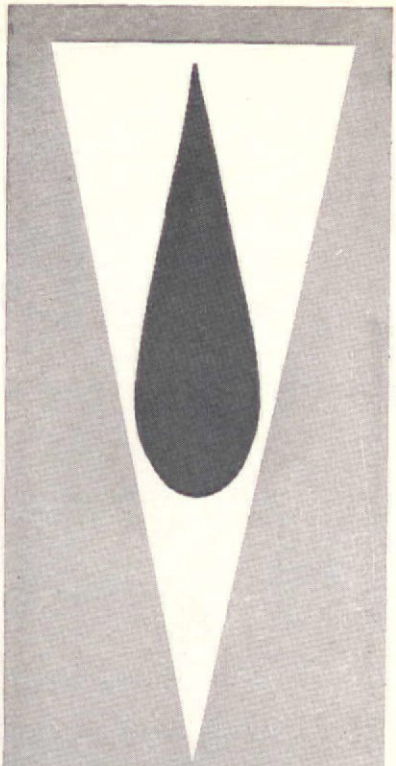
New office table

The contemporary table, styled by Lyons Metal P ucts, with brushed chrome, tubular legs, can be independently, or as a companion piece to the ma ing desk. Construction features and choice of s



are the same as the desk. This included the thickness top and the wide choice of acrylic e finishes and textured tops.

Circle No. 140 on product card facing P. 124



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Circle No. 80 on product card facing P. 124



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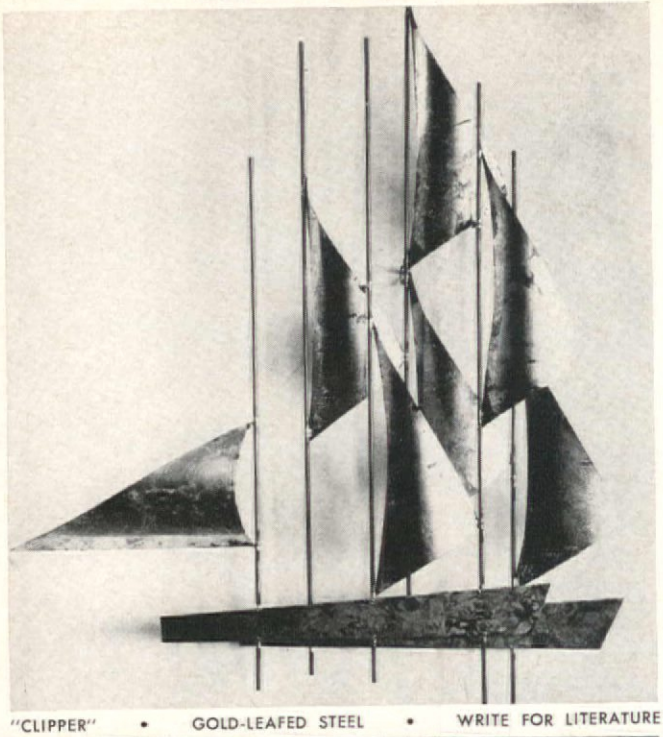
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Basketweave Pattern in offices of Kenyon & Eckhardt Adv. Agency installed by Space Design Grp.



Circle No. 81 on product card facing P. 124

Circle No. 94 on product card



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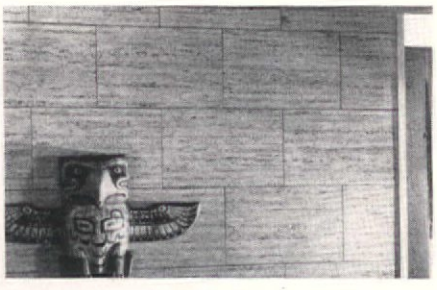
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PRODUCTS & SERVICES

CONTINUED

Accent walls

Distinctive background wall for interiors can be achieved with Marlite's Textured Travertine paneling. Here the 4 by 8 foot panels were cut into 16 by 24



ieces and attached to the wall, with staggered joints o create an eyecatching accent area. A damp wiping s the only maintenance required for the prefinished ardboard.

Circle No. 144 on product card

omplete contract drapery service

new and comprehensive drapery service for the con- act specifier has been developed by Drapery Plan- rs, Inc., 261 Fifth Avenue, New York City. Drapery anners is prepared to offer the designer, architect, contract furnisher a complete service, including timates, unlimited choice of fabrics, labor and installation. DPI will print any design, stock or custom, on any textile specified. The firm has large workshops equipped to turn out volume orders rapidly and to install them according to the designer's specs without taking up the specifier's valuable time, according to Harold Rosenthal, vice president in charge of sales. Guidance as to the best type of fabric to employ for different kinds of commercial/institutional jobs is available gratis, he added.

Circle No. 145 on product card

Florentine conference table

A sculptured, graceful look highlights Chicago Hardware Foundry Co.'s new Florentine design conference table. The table base, one of a group, is available



in cast iron or aluminum, bright or satin finish. It is 32 inches wide for tops up to 48 inches round or square. Tops are Formica in solid colors, wood grains or patterns. Column is 2½ inches round in bright or satin finish.

Circle No. 146 on product card



Circle No. 84 on product card

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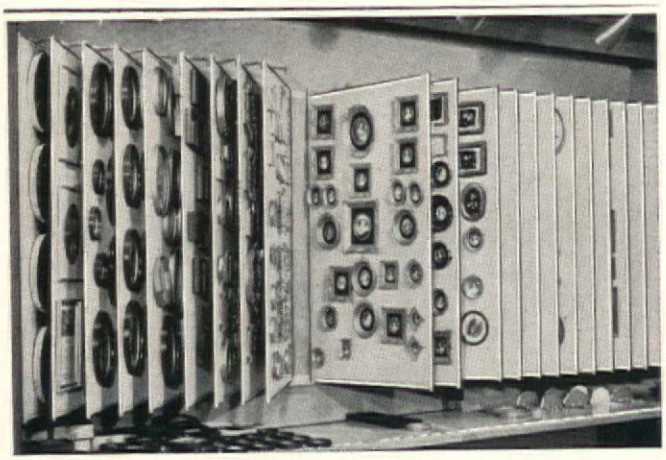
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Circle No. 85 on product card

PRODUCTS & SERVICES

CONTINUED

Linear 7000 series

New corporate offices of Standard Pressed Steel Co., in Jenkintown, Pa., were designed by Jonathan Trout, and furnished with the new Linear/7000 series of office furniture manufactured by Columbia Office Furniture, a division of SPS. The new furnishings group stresses, in addition to style fine engineering construc-

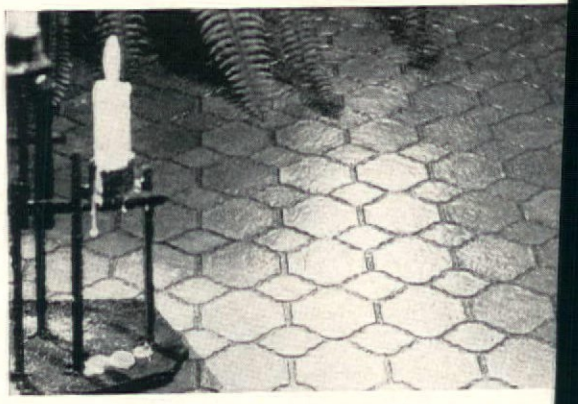


tion: it has the strongest desk pedestal in the industr and features double-yoke frames with flanged co ners. Five compound channels, welded to the unde side of each top, make Linear/7000 virtually s proof. Top colors of the series include beige scri gray scrim, gunstock walnut, golden teak, antiq white, spice cherry, and American elm.

Circle No. 147 on product card

Armstrong's vinyl corlon

Armstrong Cork Co.'s newest design in coronelle sh vinyl corlon for commercial use is Arlmont, rem scent of classic Moorish tiles of different sizes



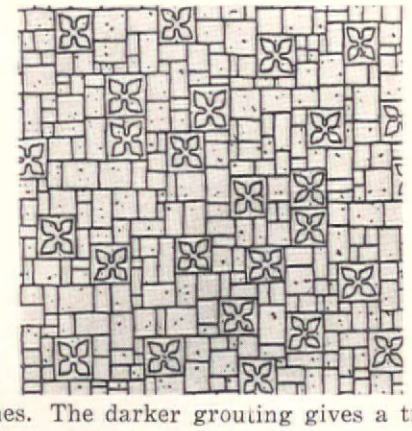
shapes that are framed in contrasting mortar. I heavy .090" gauge, is available in five colors, su for all grade levels, and can be installed directly existing resilient floors with Armstrong's Peri System.

Circle No. 148 on product card

Circle No. 86 on pr

Embossed rubber tile

Available in seven earthen colors, Las Flores, a new rubber tile design by Burke Rubber Co., simulates Spanish mosaic tile with casual floral figures on ran-



om stones. The darker grouting gives a true three-imensional effect to the 12-inch square tiles of ⅛-auge rubber.

Circle No. 149 on product card facing P. 124

OF adds new color

ibbey-Owens-Ford Glass Co., has added Black Pearl the colors in its Vitrolux line. Heat strengthened itrolux is made from ¼ inch polished plate glass ith vitreous color fire-fused to the back side. It pro-des a hard, nonporous polished surface that will not de or deteriorate. Vitrolux is widely used in curtain ll buildings to enclose the between-floor areas and er the structural framework.

Circle No. 150 on product card facing P. 124

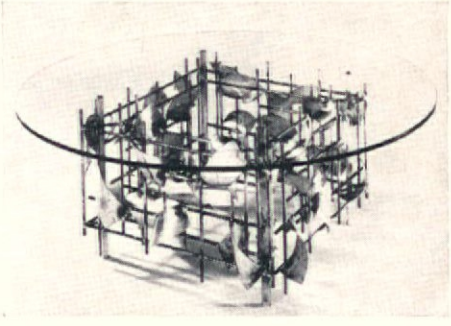
Flex-Foam cushioning

A cushion combining firm support of steel coil springs with luxury of premium urethane foam is manufactured by Insul-Flex Co., Inc. The Flex-Foam cushions are available in densities, sizes and shapes to conform to manufacturers' specifications. Each coil operates separately, giving separate firm support to the body.

Circle No. 151 on product card facing P. 124

Sculpture under glass

Sculptor William Bowie is creating steel sculpture with glass tops to be used as tables. The sculpture, measuring 15 inches high by 22 inches square, with



a 42 inch diameter ½ inch glass top, is made of gold and silver leafed steel. Bowie is working with decorators and architects in creating other custom design tables.

Circle No. 152 on product card facing P. 124



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PRODUCTS & SERVICES

CONTINUED

New stacking chair

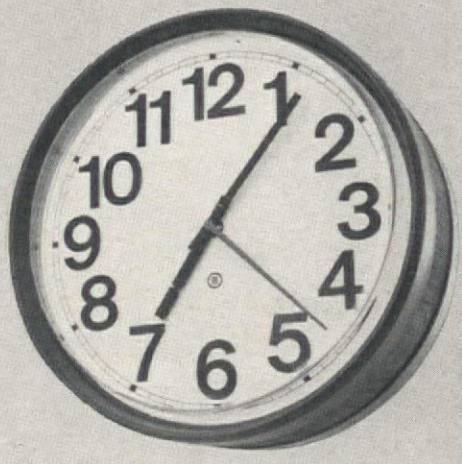
Curtis Products has designed a new stacking chair line available in arm and armless models; with or without upholstery. Stacking depth is a compact 1½



inches. One-piece seat and back chair shell of contou shaped high frequency molded plywood with foa cushioning and vinyl or fabric upholstery. Mirr chrome legs.

Circle No. 153 on product card facing P. 124

INSTITUTIONAL CLOCKS



Electric or battery. Wall surface mounted or wi ceiling and wall brackets. Clocks will house any ma ufacturers' time systems secondary mechanism

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Circle No. 87 on product card facing P. 124

odern office furniture

eek, and crisply styled to reflect the tempo of the odern office are All-Steel's new 2000-3000 lines of fice furniture. The 3000 Line has a stainless steel veal strip to add a distinctive note. Like the 3000

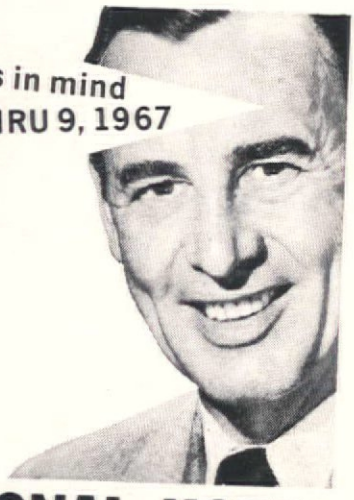




, the 2000 has new die-formed flush drawer fronts, bearing cradle type drawer suspension, double tray and box drawers, and many other built-in res. Additional sizes and new component pedes- nits are available.

Circle No. 154 on product card facing P. 124

eep these dates in mind
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Edmond A. Leach, Chairman

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Circle No. 88 on product card facing P. 124

Circle No. 89 on product card →

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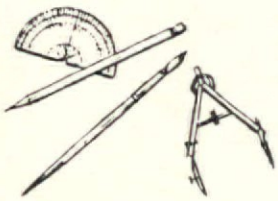
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Circle No. 90 on product card facing P. 124

PRODUCTS & SERVICES

CONTINUED

Woven Velvet carpeting

Philadelphia Carpet Co., contract division, has an nounced a new woven velvet carpet. Called Green briar, it is a heavy, woven-through-to-the-back fabri



with a durable surface of Acrilan acrylic pile. It offered in eight different two- and three-color m resque combinations.

Circle No. 155 on product card facing P. 124

New desk design

Valtronic Corp. has created, in its Centron Coll tion, what it believes is an exciting and totally n approach to desk design and selection: by using o six pedestals, a designer may create any of 1,(desks. This all-new line will be shown at the Nove ber 1967 NSOEA Convention and exhibit in Chica

Circle No. 156 on product card facing P. 124



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HAT and COAT RACKS



Combining beauty and quality construction these coat rack are the choice of discriminating users. Attractively finishe in Colonial Blue, Fawn Beige, Forest Green and Charco Grey with black accents. Available in single, double-face, wa mounted, and add-on units, as well as both hook and hang styles to accommodate your space and capacity requirement

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See us at the NSOEA Show . . . Booth Nos. 203-209. September 20-23.

Circle No. 91 on product card facing P. 124

Modular office furniture

Alma Desk Co.'s new Series (No. 4000) of modular executive and general office furniture and seating units will be shown at the NSOEA Show this month. The straight-line, contemporary design features floating tops on the major pieces. Executive desks



have a recessed approach-side panel to provide writing and work surface for visitors. The credenza has a 2 inch gallery. Tops are offered in either wood or matching plastic; the square bail design of the draw pulls is softened with an antique pewter finish.

Circle No. 157 on product card facing P. 124

Product information rushed to you via computer. Use free reader service card facing page 124.

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27" x 18" x 5"

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Circle No. 92 on product card facing P. 124

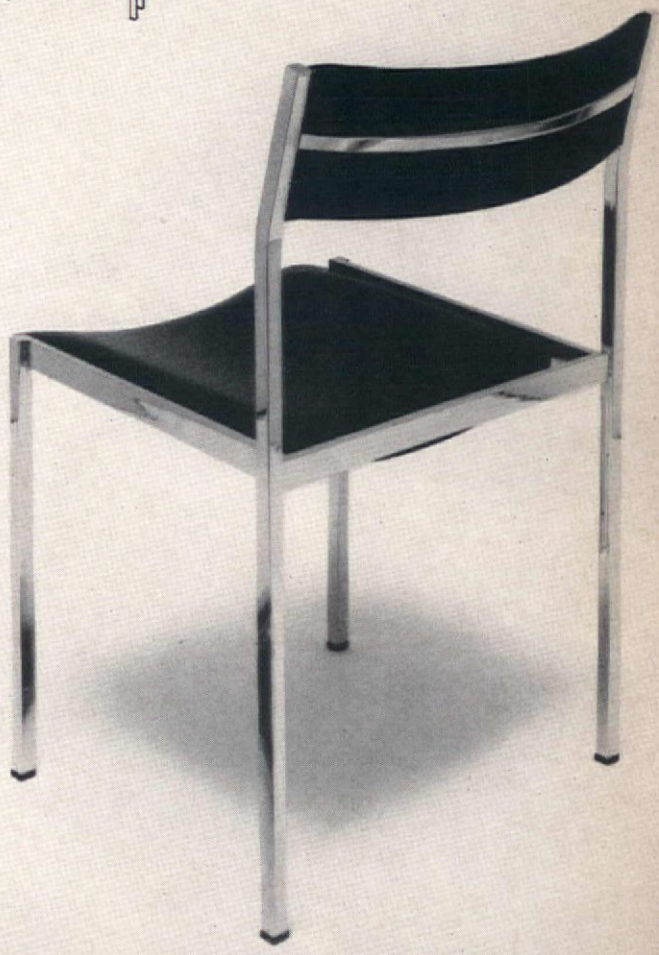
Circle No. 93 on product card facing P. 124 →

well stacked!

The new Stacking Chair Series by Scandix . . . Exceptionally striking as a single chair, will stack perfectly without contacting upholstery. Gleaming mirror-polish frame. With upholstered or laminated plastic seat and back. Ganging clamps for lateral assembly available. List price: $48.00

Write for literature on business letterhead.





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PRODUCTS & SERVICES

CONTINUED

New sculptured chair

A new executive chair has been added to the Sculptura line of fiber glass chairs by Clarin Mfg. Co., featuring a polished, triple chrome plated steel base, and hooded swivel casters. The fiber glass shell is



contoured for body comfort and scientifically fluted to permit air circulation and to add strength. Available in a wide choice of colors, or with vinyl or nylon upholstery.

Circle No. 141 on product card facing P. 124

Windproof outdoor ash stands

Suitable for many settings, both indoor and out, these metal ash stands by Mallin Co., can also be



used as planters. Not shown is a wastebasket, round aluminum framed duck canvas in seven colors.

Circle No. 142 on product card facing P. 124

Urethane carpet cushion

A deep-seal process to bond tough polyethylene skin onto urethane foam has been developed by Colamco Inc., for the production of FeatherFoam, a new carpet cushion which combines a durable surface with lasting resilience. Available in two commercial grades the poly-fast surface makes it possible to mate the carpet and cushion, to eliminate wear and prevent stretch.

Circle No. 143 on product card facing P. 124



Fabrics for that very special job. Even for just a conversation piece chair. How can we custom weave such small yardage at such small cost? *(It's a Schumacher mill secret!)* Choose from a group of 23 magnificent patterns, stripes and plains.

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Circle No. 82 on product card facing P. 124

Saratoga series

Stendig, Inc., is showing the new Saratoga Series designed by Elena and Massimo Vignelli, consisting of a two and a three seater sofa, a low table and (not shown) a club chair. Wood frames are finished with



polyester plastic in glossy black, white, and red. The arms of the units are wide enough to hold glasses or ashtrays, and they're alcohol and stain resistant. Cushions are in fine Italian leather in red, black, or natural, or in choice of material.

Circle No. 158 on product card facing P. 124

Country French manner

A distinctive grouping, this furniture collection by Arneff Furniture is the country French Panatiere Series. The pedestal desk connects to a matching sus-



ided unit that contains, at the right, a curio cabinet and concealed bar combination. Heavily fluted asters are used to accent both ends.

Circle No. 159 on product card facing P. 124

pe-It opens new showroom

pe-It division of Combined Crafts, Inc., has opened ew showroom in New York, to bring their one stop cept of drapery purchase/installation closer to the gner/decorator. They offer an economical line of om draperies made to specification, a deluxe comcial line featuring some of the most wanted ments and prints, a complete custom workroom pped to handle fabrication and installation. They an estimating service which covers measuring, age, and hardware needs.

Circle No. 160 on product card facing P. 124

Circle No. 96 on product card facing P. 124 →

FH

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Handsome. Comfortable. Versatile. Best way to describe the popular AX chair, designed by Hvidt & Molgaard-Nielsen. Laminated beech, teak seat and back. Note interesting combination of woods in the legs. Available in many variations. Upholstered, too. See more of the AX chairs and other FH furniture in our catalog.

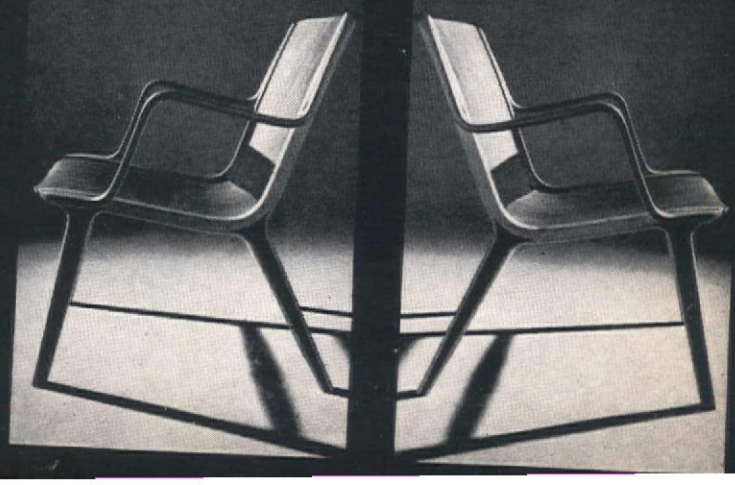












Here's a stack chair with a new, exclusive feature. It stacks straight up–as high as you want to go–without tilting!

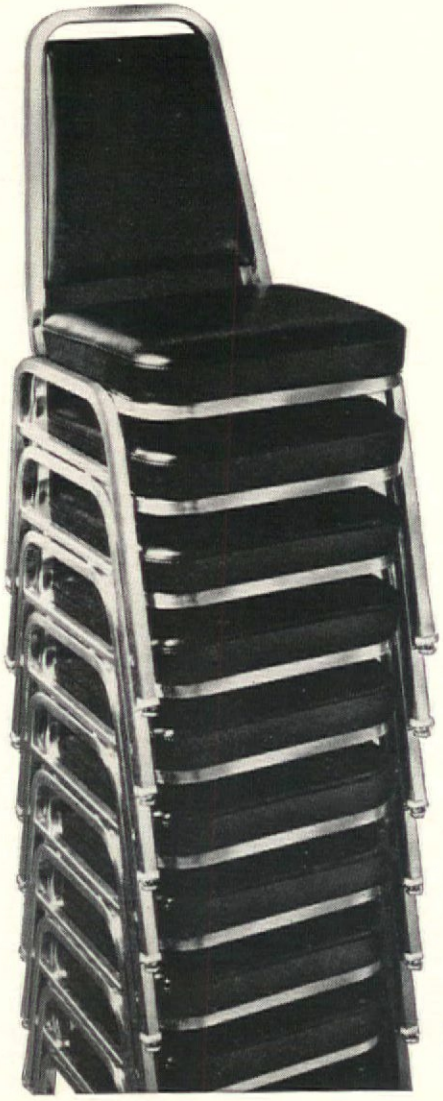
Eliminates need for special chair dolly. This chair also features: a newly designed leveling glide that won't snag fabrics when chairs are stacked; screw-on bumpers that are virtually impossible to dislodge; standard wrap-around frames also include crossbars to provide extra strength, make it easy to stack and unstack chairs . . . guarantee years of rugged use.

Square tube frame in polished chrome, satin chrome and painted finishes. Foam filled seat, fully upholstered back.

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Stacks straight up!



No. 405 STACKING CHAIR

Circle No. 97 on product card facing P. 124

PRODUCTS & SERVICES

CONTINUED

System wall

With a revolutionary new concept that eliminates the need for ceiling or floor fastening, the new System Wall, by Cole Steel Equipment Co., Division of Litton

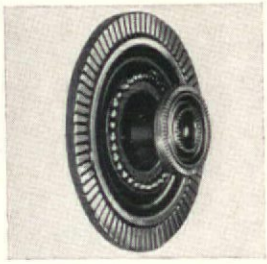


Industries, offers unlimited arrangements to fit an area. Components included cabinets, drawer units, desk unit and shelves, each veneered in genuine wa nut with a satin lacquered oil finish.

Circle No. 161 on product card facing P. 124

Matched knob and backplate

Patrician by Amerock, a restrained blending of sty to accent traditional and contemporary decor, is ava



able in a variety of finishes. The die-cast knobs 2¾ inch diameter backplate is part of a group t also includes pulls and hinges.

Circle No. 162 on product card facing P. 124

Damask wallcovering

Durawall Inc. has designed Palace, a hands damask design, and Madrid, a traditional h





printed design, in 50 inch width in a collectio stock colors or in any custom color. The desig be printed on any of the company's vinyl wall fa

Circle No. 163 on product card facing P. 124

CONTI

Modern/Traditional blend

The Image executive swivel chair and guest chair designed by Monarch Furniture Co. are part of a col-



lection of 26 correlated chairs, sofas, tables, and benches of modern transitional design for executive offices, reception areas and lounges.

Circle No. 164 on product card facing P. 124

Static control for carpeting

Brunswick Corp. manufactures a stainless steel fiber called Brunsmet to be woven into carpeting for use in static control and soil resistance. The fiber is 8 microns in diameter and can be used in percentage concentrations as low as 1/3-1/6 of 1% by weight on either the woolen or worsted systems.

Circle No. 165 on product card facing P. 124

Circle No. 98 on product card facing P. 124

PERMANENT



For enduring service, this Johnson table features the diamond-hard Mark 30 edge. For a freshness in style, we suggest the graceful simplicity of the J-70 base. Available in 9 sizes.

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Circle No. 113 on product card facing P. 124



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Circle No. 99 on product card facing P. 124

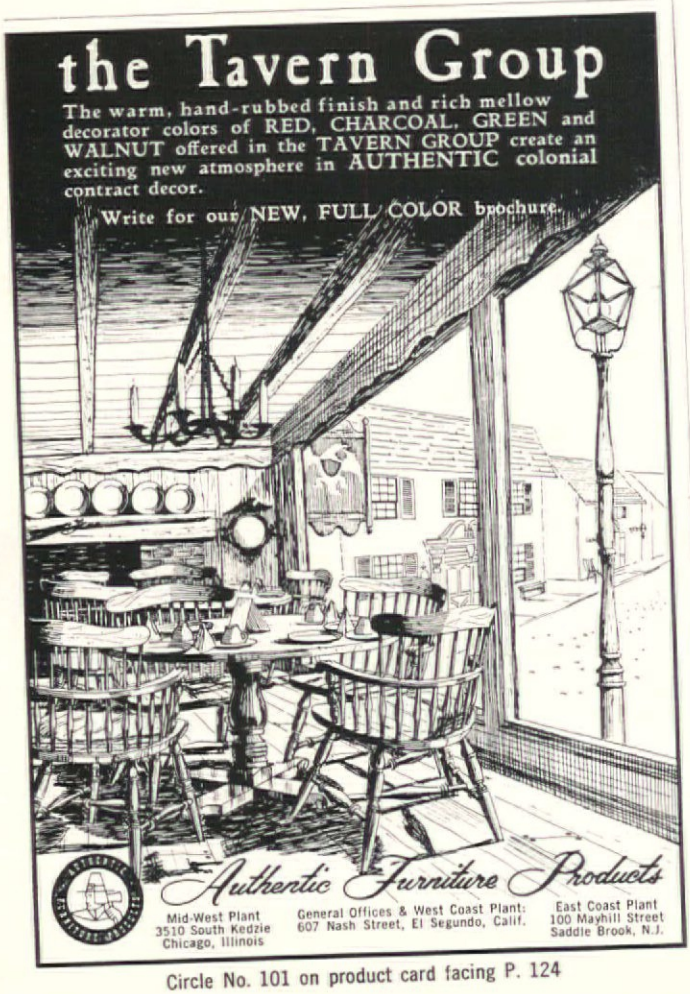
Circle No. 100 on product card facing P. 124



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Circle No. 101 on product card facing P. 124

MANUFACTURERS' LITERATURE

Chairmasters, Inc., has published a new 84-page catalog containing a complete presentation of its restaurant furniture including chairs, booths, banqettes, bars, and a line of bases and tops. The cover illustrates interiors from Designs for Dining in which Chairmasters' furniture was featured exclusively.

Circle No. 166 on product card facing P. 124

Burco Products, Inc. has available a four-page brochure describing its tile-a-mirror 16 wall paneling, 16-inch by 16-inch squares which can be applied with adhesive to nearly all clean and dry wall surfaces.

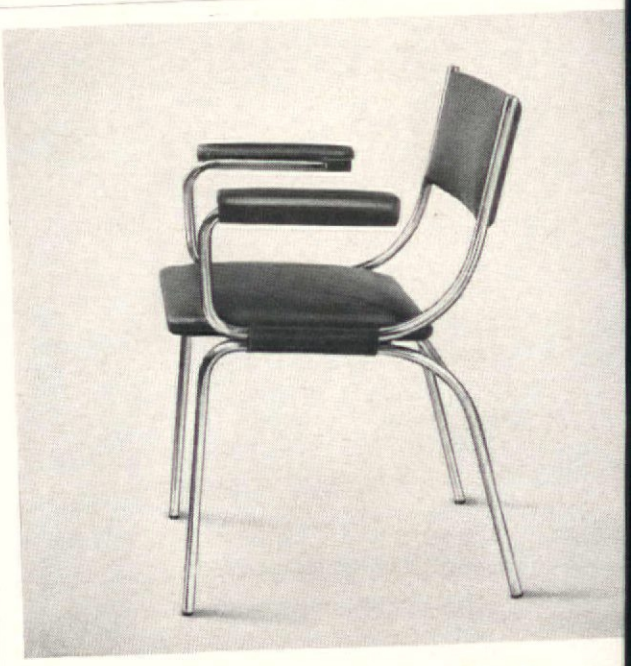
Circle No. 167 on product card facing P. 124

A Floor Maintenance Savings Guide designed for calculating maintenance savings possible with a Sancoura seamless floor has been compiled by Seamless Systems, Inc., subsidiary of Carboline Co. The four-page form lists yearly floor maintenance costs for all commonly used flooring materials including tile, linoleum, terrazzo, etc., based on a substantiated national average.

Circle No. 168 on product card facing P. 124

A 12-page brochure featuring its 860 series broadsides lateral files has been published by Steelcase Inc. Included are several suggested plans for various sized cabinets, as well as descriptions of add-on files.

Circle No. 169 on product card facing P. 124



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Circle No. 102 on product card facing P. 124

A 31-page booklet from Smokador Products Co. illustrates and describes hundreds of items from decorator-styled desk accessories to mass-produced smoking receptacles. An up-to-date price list for all items is included.

Circle No. 170 on product card facing P. 124

An eight-page, four-color booklet on the advantages of custom finished Royalcote furniture components and how to sell these advantages is available from Masonite Corp. CFR hutch backs, drawer bottoms, sliding doors, and other components are discussed.

Circle No. 171 on product card facing P. 124

The Ambassador 909 series from Gasser Chair Co. is pictured and described in a pamphlet with pages which can be removed or inserted. Specifications, optional features, and optional upholstery features are included.

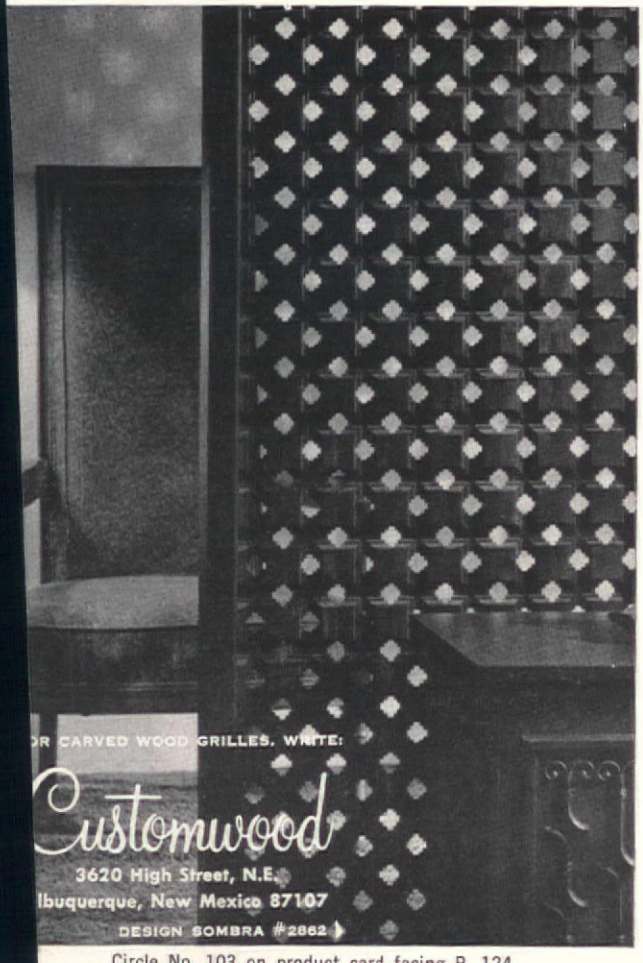
Circle No. 172 on product card facing P. 124

A fold out pamphlet from Nessen Lamps Inc. describes new electronic dimming devices and a new type of electronic switch. Nine lamps, including floor, wall, ceiling, and free-standing models are detailed. Prices are included.

Circle No. 173 on product card facing P. 124

Loose-leaf catalog from Durham/Randall institutional furniture, gives complete descriptions of its folding/stacking steel frame chairs and tables on 1½ by 11 inch sheets. Can be filed into loose-leaf binders.

Circle No. 174 on product card facing P. 124

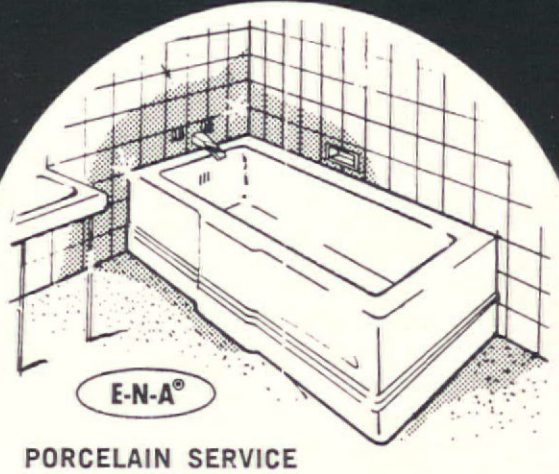


Circle No. 103 on product card facing P. 124

Circle No. 104 on product card facing P. 124

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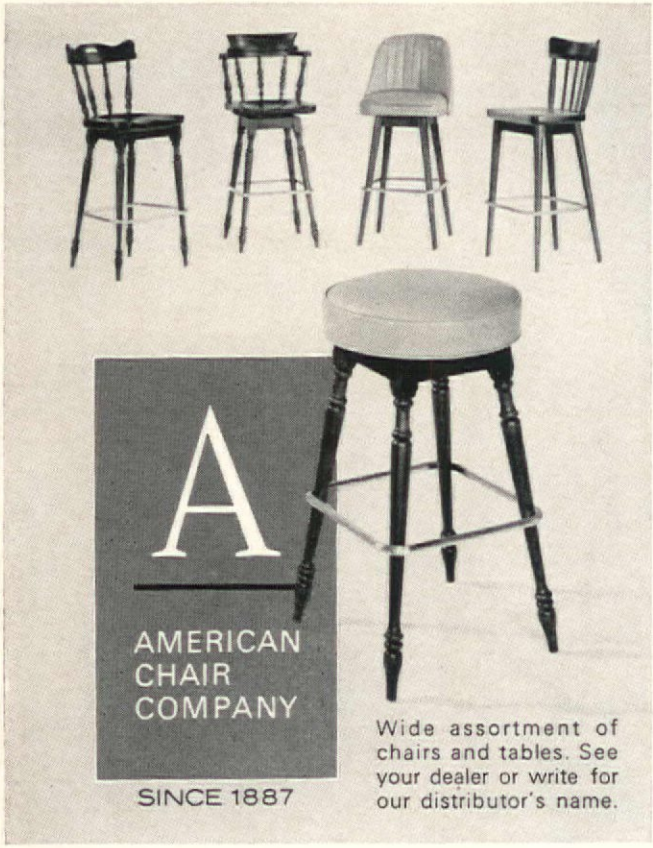
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Circle No. 105 on product card facing P. 124

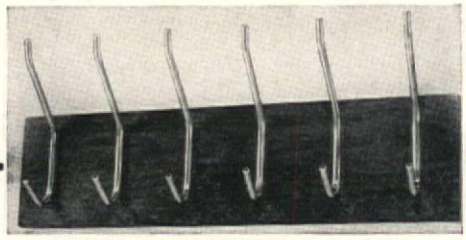
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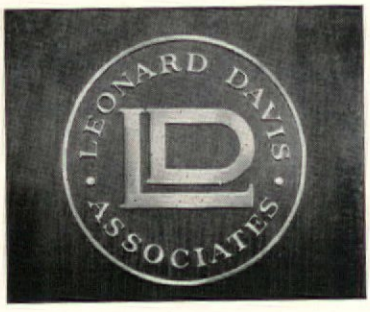
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CONTRACT SALESMEN AND EXECUTIVES WANTED: Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you qualify, send your resume to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

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